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Advertising on Internet

Ondřej Gojda

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Jarboe, Greg. YouTube and Video Marketing: An Hour a Day. Sybex, 2009. ISBN: 978-0470459690.

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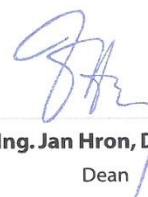
Vasilenko Alexandr, Ing.

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doc. Ing. Zdeněk Havlíček, CSc.
Head of the Department



prof. Ing. Jan Hron, DrSc., dr.h.c.
Dean

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Declaration

I declare that I have worked on my diploma thesis titled “Advertising on Internet” by myself and I have used only the sources mentioned at the end of the thesis.

In Prague,

.....

Ondřej Gojda

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Advertising on Internet

Reklama na internetu

Advertising on Internet

Summary

Every person who has ever used internet has definitely met an advertisement on this worldwide media. It can be seen almost everywhere in various forms. Advertisement is an integral part of business and nobody can imagine successful entrepreneurship without promotion. Internet offers infinite opportunities to advertisers to let them know about themselves, about their products or services.

The various forms of current internet advertising are described in the first part of the thesis. It brings general overview of used forms, their standards and costs. There are also introduced global expenditures for advertising on internet, and local ones for Czech Republic.

With the cost issue is related the practical part of the thesis. Its main goal was to create a low-cost advertising campaign for a fictive product using principles of viral advertising, and evaluate its success in the end.

Keywords

Advertisement, internet, marketing, viral, campaign, low-cost, video, guerrilla

Reklama na internetu

Souhrn

Každý, kdo kdy používal internet, se zaručeně na tomto celosvětovém médiu s reklamou setkal. Vyskytuje se zde téměř všude a v mnoha rozličných podobách. Reklama je neoddelitelnou součástí obchodní činnosti a nikdo si jistě nedovede představit úspěšné podnikání bez propagace. Internet v tomto směru nabízí zadavatelům reklamy neomezené možnosti dát vědět jak o sobě, tak o nabízených produktech a službách.

Současné podoby reklamy na internetu jsou popsány v první části diplomové práce. Tato část přináší přehled používaných forem reklamy, jejich standardy a také ceny. Jsou zde také uvedeny jak globální, tak lokální (ČR) výdaje za reklamu.

S otázkou cen za reklamu je spojena praktická část diplomové práce. Jejím hlavním cílem bylo vytvořit nízkorozpočtovou reklamní kampaň propagující fiktivní produkt za použití principů tzv. virálního marketingu, a vyhodnocení úspěšnosti této kampaně.

Klíčová slova

Reklama, internet, marketing, virální marketing, kampaň, nízkorozpočtová, video, guerrilla

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1. Introduction

Every person who has ever used internet has definitely met an advertisement on this new-age media. Someone avoids it by using tools for filtering, someone just doesn't perceive it but there are still enough people who interact somehow. If there isn't any feedback from customers to advertisers, advertisement simply wouldn't exist. It obviously has a huge effect on customers because every year are spent billions of dollars for advertising and how else could be explained such a high expenditures for it than by the interest from internet users.

Advertisement is an integral part of business and nobody can imagine successful entrepreneurship without promotion. The trade itself (meant like delivering of products or services) can be influenced by particular barriers but it doesn't hold for information. Major advantage of internet advertising is certainly almost infinite area of spreading. Contrary to local media (television, newspaper, billboards etc.), online advertising could be broadcasted everywhere on the planet. The only constrain is language. But these days many creators can make very smart "message" without using a single word. And in these cases the final advertising campaign (or its parts) has no obstacles and can be theoretically delivered to every place where internet reaches.

The basic aim of doing business is making profit and advertising is one of the most important tools for satisfying this aim. There is immeasurable amount of products and services in global (or local) market. They are approximately on the same level of quality and price and advertisement is just the thing which draws a line between them. It determines which product or service is sold more than the others. Also it is a good tool for consumers because they get lot of information via advertising and it helps to consumers decisions.

2. Objectives and Methodology

2.1 Objectives

This thesis is dedicated to make summary of contemporary ways of advertising on internet and rate of its success. The first objective is to overview the most used techniques for internet advertising; define important keywords in this area and show practical examples with average costs of each technique.

Author's main aim was to observe how successful low-cost advertisement in practice is. For this observation were used so called "viral" advertising principles. Major advantage of these principles is zero (or minimal) costs of campaign broadcasting. On the other side, viral advertising is highly sensitive to its final form and general impression. Usually barely visible details can influent success or failure of the whole campaign, which is main disadvantage of these principles.

The practical part also includes in objective way rate of success of low-cost mini viral advertising campaign, made for purposes of the thesis. Statistical evaluation was used for interpreting the results.

2.2 Methodology

Knowledge, definitions and additional information about particular advertising techniques are especially from literature and internet resources. There is a detailed description of contemporary standards for advertising space, costs for creating and placing advertisement on highly visited portals. Author's practical experience from well known Czech human resources advertising company as a graphic designer is also included in this part.

The second part is about creating campaign for viral advertising in practice. The author has made a short video clip which uses certain types of film effects. The main goal was to make the clip the most attractive as possible to engage and entertain a viewer so much that he/she would send the link to the other people. The clip includes a hypertext link to a webpage where is promoted a fictive product. This webpage is also part of the campaign and it was created by author.

The third objective is to summarize statistical results including number of views of the clip, number of visits of the webpage and number of interested persons in the fictive product. For obtaining statistical data are used standard services of hosting and video broadcast servers. In this part are also introduced theoretical total costs of viral campaign performed in this thesis.

3 About advertising

3.1 Definition of advertisement

Depending on a source, several general definitions of advertising follow.

“Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor.” [1]

“Paid form of a non-personal message communicated through the various media by industry, business firms, non-profit organizations, or individuals. Advertising is persuasive and informational and is designed to influence the purchasing behaviour and/or thought patterns of the audience. Advertising is a marketing tool and may be used in combination with other marketing tools, such as sales promotions, personal selling tactics, or publicity“ [2]

Advertising is a form of promotion where various ways of mass supply of goods or services are used and also to capture attention and generate interest of a potential buyer in a particular product or service. The aim of advertising is to stimulate demand and interest in a person, organization, artwork, etc., to gain them popularity or build a suitable image in customers' minds. Modern promotion uses many types of advertising which differs by media (newspapers, magazines, television, radio and poster advertising), by promoted subject (product, product group, manufacturer, method of use of the product) and also by effects on humans (superluminal, subliminal). Advertising also assesses whether it is a so-called "false advertising" that would convey false information, morally or aesthetically inappropriate, etc. Observance of the general rules of advertising is kept by state institutions (legal regulation and monitoring of the advertising market) or by national associations of advertising agencies. [3]¹

Advertisement is announcement, demonstration or other presentation mainly distributed by communication media, aimed at promoting entrepreneurial activity, particularly supporting of consumption or sale of goods, construction, rental or sale of

¹ Translated by author

real estate, sale or use of rights or obligations, support services, promotion of trademarks, unless otherwise specified. [4]²

According to the mentioned definitions of term “advertisement” holds following summary: Main aim of advertising is to provide information about products and services supply to consumers, to approach current and new customers, trying to sell offered products and services, to remind and point to various special offers etc. This activity is paid by advertisers and the final price consists of production and broadcasting costs. The aim of advertising depends on business goals which are determined by advertiser. This could be an announcement of bright new product thus is needed to inform the consumers about it. This aim also could be in informing customers about certain product’s technological improvement or service extension. Or it could be just reminding of a current product, not to be forgotten by customers. Advertisement could be also a reaction to competitor’s advertising activity.

² Translated by author

3.2 History of advertising

Following historical milestones are related with advertisement as itself and also with internet advertising:

“In the ancient and medieval world such advertising as existed was conducted by word of mouth. The first step toward modern advertising came with the development of printing in the 15th and 16th centuries. In the 17th century weekly newspapers in London began to carry advertisements, and by the 18th century such advertising was flourishing.” [5]

“The great expansion of business in the 19th century was accompanied by the growth of an advertising industry; it was that century, primarily in the United States that saw the establishment of advertising agencies. The first agencies were, in essence, brokers for space in newspapers.” [5]

Volney Palmer was the establisher of the first advertising agency in the world. It happened in 1840s. His ads were the first to use fonts that were distinct from the text of the publication. At the time all newspaper ads were set in agate. Palmer’s use of larger unique fonts was eye-catching. [6]

In 1864 William James Carlton began selling advertising space in religious magazines. James Walter Thompson soon joined the firm which today is the oldest American ad agency (JWT). The year 1864 was also interesting for another event in advertisement history. In this year the first spam message was sent. Messrs Gabriel advertised by telegraph that their dental practice would be open from 10 am to 5 pm until October. People were infuriated, as they thought war had broken out. [6]

The first recorded leasing of billboards in USA happened in 1867. Only three years later almost 300 small sign-painting and bill posting companies existed. [6]

The Bass Red Triangle was the first registered trademark under the UK’s Trade Mark Registration Act in 1876. Bass was a true pioneer in international brand

marketing. Bottles of Bass bearing the red triangle can be seen even in Edouard Manet's 1882 painting called Bar at the Polies-Berere. [6]

In 1883 P&G advertises Ivory soap with an unheard of 11000 USD budget. One of the most famous and long-lasting slogans in history is born. Ivory is "99 44/100% pure." [6]

At the turn of the 19th and 20th century printed magazines became a huge platform for advertisers. For example in Harper's November issue, 135 pages were advertisements and 163 pages were editorial. [6]

"By the early 20th century agencies became involved in producing the advertising message itself, including copy and artwork, and by the 1920s agencies had come into being that could plan and execute complete advertising campaigns, from initial research to copy preparation to placement in various media." [5]

In 1922 William Addison Dwiggins coins the term "graphic designer". The term did not achieve widespread usage until after World War II. [6]

The first TV commercial is for Bulova watches and cost 9 USD to air. And in 1954 Peter Elgar created the first colour television commercial for Pall Mall cigarettes. [6]

In 1969 UCLA (University of California, Los Angeles) created ARPANET, the predecessor to the internet. There were 334 users connected on the network. The term "internet" itself was coined by Vinton Cerf and Robert Kahn in 1974. [6]

The first e-mail spam was sent in 1978. It advertised a new DEC computer and operating system. It was sent to 600 people and was not received well. [6]

In 1994 HotWired.com, internet version of printed magazine Wired, launched banner ads from 14 companies including MCI, Volvo, Club Med, 1-800-Collect and Zima, but legend has it that the first HotWired banner ad was from AT&T, prophetically asking "Have you ever clicked your mouse right here? You will." The banner had 468x60 pixels format and in the age of dial-up connection it must have been really annoying for visitors of the website. [7]



Figure 1 – The first graphic banner ever [8]

“In 2009 the world’s first video advertisements to be embedded in a print publication appeared in Entertainment Weekly magazine. The thin battery-powered screen implanted in the page could store up to 40 minutes of video via chip technology and automatically began to play when the reader opened the page.” [5]

As mentioned above, in the end of the 20th century came on a scene a brand new tool for advertisement broadcasting. Internet became very popular “space” for advertisers for developing new ways of promotion. Computer technologies are developed incredibly fast and hand to hand the same way all of advanced instruments for marketing purposes. Advertisement formats are continuously developed and refined. A big advantage especially for advertisers is almost real-time feedback of campaign success. The other media absolutely can’t compete in this area. Advertisement on internet is much more formable and editable easier way. Thanks to this not, only advertisers but even customers have a specific profit. They can express their needs and what they stand for or not. Practically customers now determine what will be produced and what won’t be produced.

Because this thesis is dedicated especially to internet advertisement, following table briefly shows the most important events of this worldwide media, which are closely related to advertising.

1980	First real-time chat with CompuServe CB (Citizens' Band radio) simulator.
1980s	First DME (Database Marketing Emerges – predecessor of later CRM) created.
1984	DNS (Domain Name System) was introduced.
1984	First Apple Mac was released.
1987	CompuServe GIF (Graphics Interchange Format) arrived.
1989	First dial-up ISP (Internet Service Provider).
1990	First internet search engine Archie was launched.
1992	Internet hosts exceeded 1 million.
1994	Pizza Hut offered online ordering.
1995	Amazon.com was founded.
1997	First social network Sixdegrees was launched.
1998	Google was established.
1999	WiFi protocol was standardized.
2001	Wikipedia was launched.
2001	First iPod was released.
2003	Myspace.com was launched.
2004	Facebook.com was launched.
2005	YouTube.com was launched.
2006	Twitter.com was launched.
2009	Mobile data traffic exceeded voice traffic for the first time.

Table 1 – Milestones of internet advertising [6]

3.3 Advantages of internet advertising

The most of marketing agencies corresponds with basic advantages of internet compared to traditional media (television, radio, printed newspapers and magazines) and counts following main attributes: targeting, measurability, cost, velocity, deliverability, flexibility, interactivity and personalisation.

Thanks to maximum rate of flexibility of internet is possible to target campaigns precisely on demanded segments of customers. Internet users are even shaped by themselves. They organise themselves on servers of their interests and objects of attention. If they want to become a member of a group, they must provide their personal and contact data. These are used for distribution of e-mail advertisement and also for displaying targeted ads. Internet is a medium where is possible to monitor online activities of its users and according to this is easy to determine their areas of interests.

Internet enables a flexible adaptation of advertising strategy to current needs. Changeability of campaign is practically unlimited. It is quite simple and cheap to run one advertising campaign in several variations. Worldwide scope if internet allows creating campaigns segmented by languages, cultural, geographical, age or gender specifics. Campaign can be planned in a very precise time schedule. The effect can be powered by right timing in a day or it can be adjusted for various time zones. Campaign can successfully hit the intended segments of consumers by using these approaches.

Fast feedback is one of the biggest advantages of internet advertising for the advertisers. They can know soon and quite precise, how successful their campaign is, and they can adjust it according the known feedback. User's behaviour is easily traceable. Hosting servers have many tools for tracing users and their behaviour on websites. Helping these tools it can be evaluated what were the visitors interested in and which links they followed. By this procedure is determined a specific area on the website which is the most suitable for placing an advertisement.

Users themselves even participate on advertising. They can influent a way of perceiving of some brand positively or negatively. Highly valuable tool for producers

are also customers references. The sellers offer optional evaluating of a specific product directly into its description. The references can strongly influent other customers. Sometimes it works perfectly but there are many cases of cheating by sellers themselves, which they send positive references to their goods and if the customers reveal it, selling results decreases.

3.4 Disadvantages of internet advertising

There are also many disadvantages for advertisers have to deal with. Problems can occur especially for small companies, which haven't high enough budget for high quality campaign. In most cases they use cheaper ways of advertising or its placing, and create marketing strategy on their own without sufficient knowledge about market or used technologies. Such a kind of campaign mostly doesn't hit the destined segment of the customers and becomes ineffective and useless. But even with a suitable design of an advertising campaign and well chosen way of broadcasting is not guaranteed, that the result will be satisfying. In the uncountable amount of competitive advertisement the unattractive ones fade out.

Disadvantages mentioned by agencies are following: high amount of information, blocking software, bother of advertising, unavailability of specific segments and increasing immunity of users against advertising.

It can't be said that the terms above are strict negatives of internet advertising, but it is necessary to count with them during campaign creating, to be able to react using changes which will lead to higher effectiveness of the campaign. But the last mentioned disadvantage becomes slowly very serious last years. The phenomenon of increasing immunity against advertisement is clearly visible. Internet users ignore colour flashing banners, erase unwanted e-mails directly (if it goes through spam filter), and don't click on advert links in text. Despite these facts is obvious that logos, names and trademarks remind in subconscious and during shopping they influent user's decisions. In specific cases of aggressive ways of advertising, for example by using pop-up windows, consumers can form an aversion towards the promoted brand. Due to these aggressive forms, various tools for blocking advertisement were developed and help to ignore it even more successfully.

3.5 Internet advertising revenues

Since this thesis is oriented to success of low-cost advertising in its practical part, it is suitable to introduce yearly revenues from internet advertising generally. There are three main overviews below: total global advertising revenues, global internet advertising revenues and revenues of internet advertising in Czech Republic in year 2011.

3.5.1 Global total media advertising revenues 2011

For better imagination, following graph shows current measured data of total global advertising revenues till year 2011 and forecasted data from 2012 to 2016. It includes all types of media e.g. television, printed media, radio, internet, mobile, cinema, outdoor etc. For year 2011 it holds amount of 411,7 billions of USD. [9]

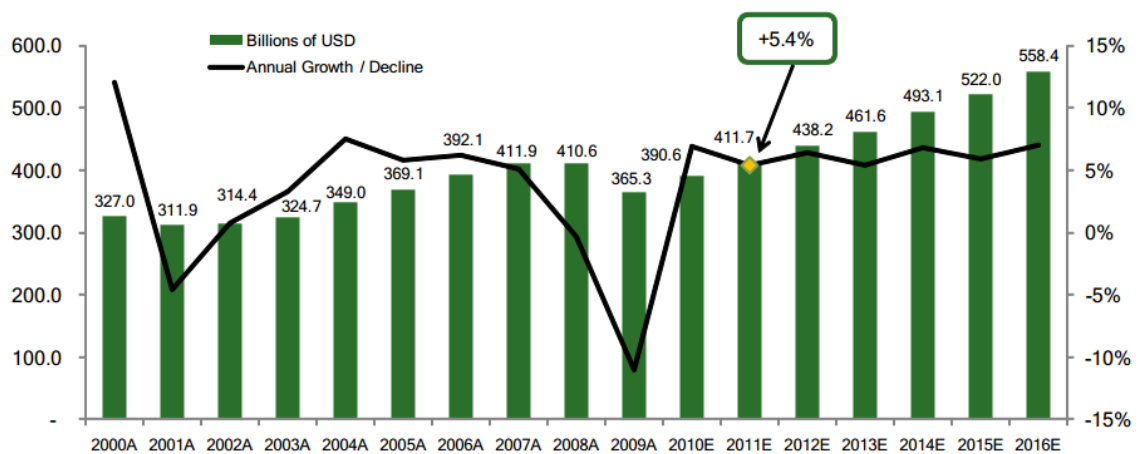


Figure 2 – Global total media advertising revenues [9]

3.5.2 Global internet advertising revenues 2011

Following graph shows current measured data of global internet advertising revenues till year 2011 and forecasted data from 2012 to 2016. For year 2011 it holds amount of 70,9 billions of USD. Due to the graph above (Global total media advertising revenues 2011), percentage share of internet as a single media among the others equals to 17,2%. For comparison it is still almost 2,4 times less than global revenues of television as a single media (169,1 billions of USD, 41,1% of total global advertising revenues). [9]

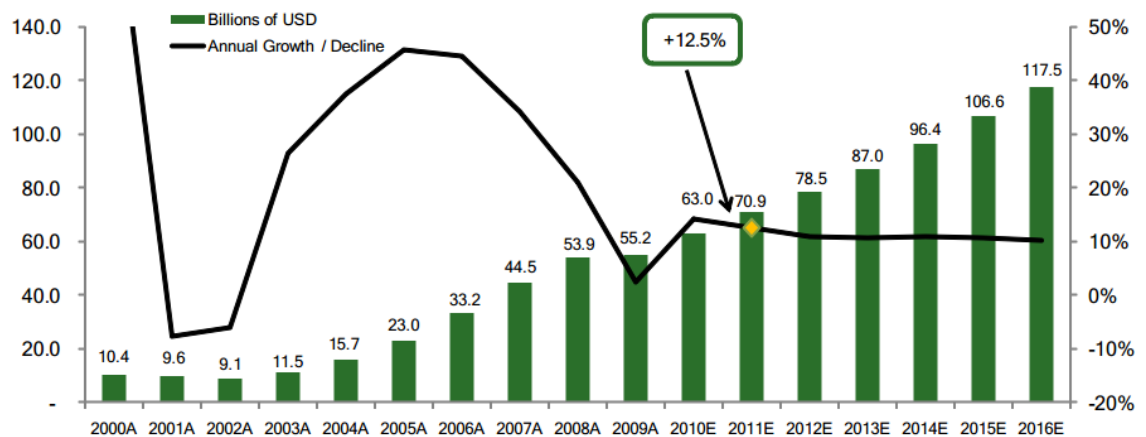


Figure 3 – Global internet advertising revenues [9]

Previous two graphs and data of global advertising revenues were provided by MAGNAGLOBAL; “strategic global media unit responsible for forecasts, insights and negotiation strategy across all media channels on behalf of Mediabrands. Part of Interpublic Group (NYSE: IPG), MAGNA works with the brands within these respective holding companies on behalf of their clients.” [10]

3.5.3 Total advertising revenues in Czech Republic 2011

Following graph represents a share of the individual media types in Czech Republic in 2011. Total expenditures were in amount of CZK 62,4 billions (includes television, printed media, radio, internet, outdoor). It equals to 3,3 billions USD (in currency rate 1 USD = 19 CZK) which is 0,8% of the global internet advertising market share. [11]

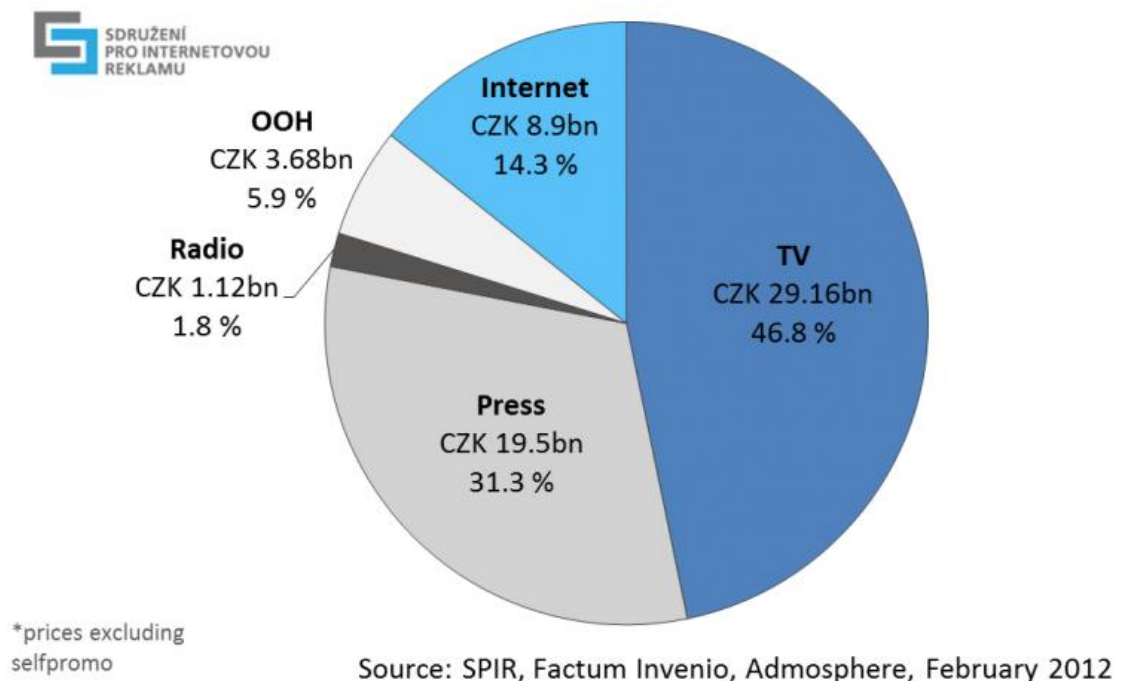


Figure 4 – Total advertising revenues in Czech Republic 2011 [11]

3.5.4 Internet advertising revenues in Czech Republic 2011

“Investments in online advertising continued to grow last year, with display and performance-based advertising as the most popular forms again. In 2011 the internet brought in nearly CZK 8,9 billion in total from domestic advertisers. According to an advertising performance survey carried out by the Factum Invenio independent research agency for the Association of Internet Advertising (SPIR – Sdružení pro internetovou reklamu), the share of the internet as a media type exceeded 14,3% of the

total advertising investments in the Czech Republic in 2011, placing third behind television and press.” [11]

From the given data of SPIR and MAGNAGLOBAL can be read that Czech Republic mildly lags behind global average trend of percentage share of advertising on internet as a single media (Czech Republic 14,3%, global 17,2%).

“In terms of display advertising, advertisers invested CZK 5 billion in rate card prices on the internet last year. In PPC systems (pay-per-click, performance-based advertising), advertisers spent CZK 2.67 billion in “net net” prices. Of the other monitored types of advertising, CZK 920 million went to catalogue and classified advertising and CZK 314 million to video advertising. Following graph illustrates graphically percentage and amount share of total CZK 8,9 billion of internet advertisement revenues in Czech Republic in February 2012. The data similarly reflects average of whole year 2011.” [11]

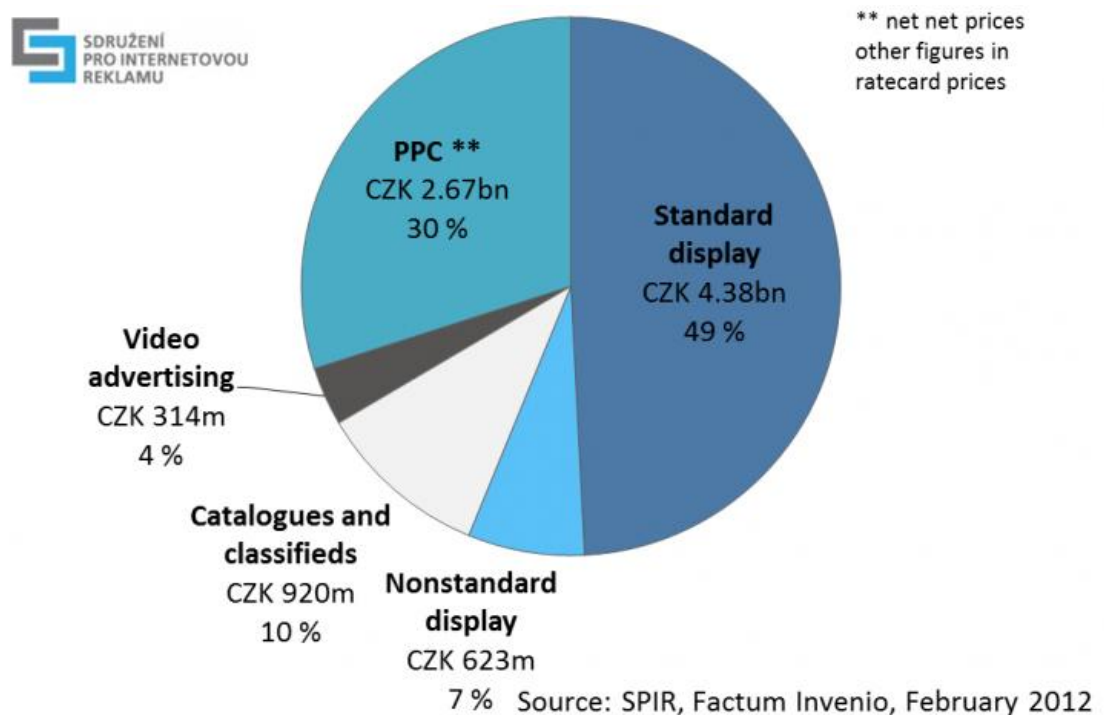


Figure 5 – Internet advertising revenues in Czech Republic 2011 [11]

There are also particular data available for standard display advertisement (total amount of CZK 4,38 billion, 49% of total internet advertising revenues). Following costs were provided directly by mentioned companies through membership in SPIR. From the annual data comparison is obvious that *Seznam.cz* keeps holding the biggest share in this area.

Seznam	1 659 919 554 CZK
Centrum Holdings	663 142 742 CZK
MAFRA	637 087 658 CZK
Mladá fronta (from 2/2010)	177 486 219 CZK
AdMarket.cz (from 2/2010)	155 321 466 CZK
Impression Media (from 3/2010)	106 184 691 CZK
ARBOinteractive (to 11/2011)	42 517 804 CZK
Non-members of SPIR	149 849 791 CZK
Ringier Axel Springer	147 785 236 CZK
Economia	114 272 292 CZK
CET 21	70 728 116 CZK
Internet Info	57 880 955 CZK
AliaWeb	19 438 331 CZK
Finance media	26 041 890 CZK
Business Media (from 9/2010)	16 220 787 CZK
Sanoma Media Praha	18 675 143 CZK
AdActive.cz (from 11/2011)	37 292 311 CZK
Sum	4 099 844 986 CZK

Table 2 – Czech servers advertising revenues 2011 [12]

Previous two graphs and data of advertising revenues in Czech Republic were provided by SPIR; “*professional association active in the field of internet advertising since 2000. The membership base of the association currently has a total of 60 members. Alongside operating integrated, widely respected research into visitor numbers and sociodemographic profiling of internet visitors via NetMonitor, it also implements an internet advertising monitoring project, AdMonitoring, and the IAC*

professional conference on internet marketing, and provides expert analysis of internet market development in the Czech Republic.” [13]

3.6 Forms of internet advertisement

For summarizing general forms of internet advertisement is used segmentation of internet marketing by Michal Krutiš (specialist for internet marketing, marketing director and consultant in *HI.cz*). This overview is systematic and suitable for purposes of this thesis. The segmentation consists of a complete spectre of internet marketing in the way, how it is understood by marketing agencies and internet advertising praxis. The term “internet marketing” used there can be perceived in the same meaning like “internet advertising”. Standards (set by SPIR) are introduced for each form appearances. In cases of a banner form, there are also specified production and broadcast costs. Broadcast (placing) costs are taken from an official pricelist of the biggest Czech advertiser of standard display advertisement – *Seznam.cz*. The production costs are specified by author’s own experience based on praxis as a graphic designer in *Sprace.cz* during years 2005 and 2006.

Marketing on internet (on-line marketing) is qualitatively new form of marketing which can be characterised as: control of a process of satisfying human needs by information, services or products helping internet. [14]³

“Marketing on internet is the application of internet and related digital technologies for marketing goals to be reached.” [15]

By M. Krutiš, internet marketing is the one which plays role in the specific environment of internet and come out from all procedures of classic marketing. The tools which it uses, are just (in limited point of view) internet advertising and websites itself. In wider point of view also other tools of marketing communication: online public relations, online direct marketing and online sales promotion. [16]

³ Translated by author

“Preparing information and files for Online advertising campaign is not easy. Unlike classic media, which are relatively rigid in offered formats, the Internet offers many different possibilities. This makes life more difficult for everyone involved, from the client, administrator, execution and evaluation of online campaigns. (...) All authors are trying to create something new and more effective. However, when creating online advertising, it is necessary to consider the circumstances under which the commercial will be “transported” to the target audience and technical possibilities of the target media and their advertising administrative systems. The purpose of this document is therefore to provide basic standards and recommendations for creating on-line advertising campaigns.” [17]

3.6.1 Internet (online) advertising

3.6.1.1 Standard display (banners)

Banner advertisement is still the most used form of internet advertising. It is very important and irreplaceable for companies as the best tool for branding (creating of corporate identity using brand, logos, names, slogans etc.). Text advertising can't compare with display in this way. Display advertising triumphs by visual expression of creativity and company image.

“A banner is a graphic display that is used for advertising on a web page. It is linked to an advertiser's web page and when users “click” at the banner, they are transferred to the advertiser's site. Advertisers go to great lengths to design a banner that catches consumers' attention. Banners often include video clips and sound. Banner advertising including pop-up banners is the most commonly used form of internet advertisement.” [18]

“There are several types of banners. Keyword banners appear when a predetermined word is queried from a search engine. They are effective for companies that want to narrow their target audience. Random banners appear randomly, not as a

result of some action by the viewer. Companies that want to introduce new products or promote their brand use random banners.” [18]

The major advantage of banners is their main function – when users click on it, they are directly moved to the advertiser’s site. It could be done to a main page, or to a specific product page which is showed by the banner.

Display advertisement typical disadvantage is so called “banner blindness”. People simply don’t notice banners and according to this, effectiveness of click-through rate is very low. Marketing sector tries to fight against the banner blindness by inventing new formats, more effective and interesting for users. But they have to count with another disadvantage, which is limited amount of information placed in banners.

“If an advertiser knows something about visitor, such as the visitor’s user profile, it is possible to match specific banner with that visitor. Obviously, such targeted, personalized banners are usually most effective. In the near future, banner ads will greet people by name and offer travel deals to their favourite destinations. Such personalized banners are being developed, for example, by Dotomi. This company delivers ads to consumers who opt in to view its system. Initial results show a 14% click-through rate, which measures the success of a banner in attracting visitors to click, versus 3-5% with nonpersonalized ads.” [18]

At the beginning, advert systems allowed to display only solid picture banners (format JPEG - Joint Photographic Experts Group) or animated GIF (Graphics Interchange Format). The strongest limitation element for banners was an average speed of internet connection in these times. It was limiting both internet user and also graphic designers of banners. Especially in case of animated GIFs was absolutely impossible to make some sophisticated animation in the form like is known now. Banners became very unpopular and annoying for internet users just because of slowing down the process of a web page downloading. In the end of the 20th century there was most used a dial-up connection in firms and households. Its theoretical speed was 56 kbit/s, download speed was 2 kB/s. If the size of one graphic banner was 20 kB, it took 10 seconds to download it.

Nowadays solid pictures as banners remain, but animated GIF format has been displaced by so called Rich Media Banners. Now the most used format for creating advertising banners is Adobe Flash. Because of its high importance, detailed description of Adobe Flash format follows.

SWF Format

“The SWF (pronounced “swiff”) file format delivers vector graphics, text, video, and sound over the Internet and is supported by Adobe Flash Player software. The SWF file format is designed to be an efficient delivery format, not a format for exchanging graphics between graphics editors. It is designed to meet the following goals:

- *On-screen display—the format is primarily intended for on-screen display and supports anti-aliasing, fast rendering to a bitmap of any colour format, animation, and interactive buttons.*
- *Extensibility—the format is a tagged format, so it can be evolved with new features while maintaining backward compatibility with earlier versions of Flash Player.*
- *Network delivery—the format can travel over a network with limited and unpredictable bandwidth. The files are compressed to be small and support incremental rendering through streaming. The SWF file format is a binary format and is not human readable like HTML.*
- *The SWF file format uses techniques such as bit-packing and structures with optional fields to minimize file size.*
- *Simplicity—the format is simple so that Flash Player is small and easily ported. Also, Flash Player depends upon a limited set of operating system features only.*
- *File independence—the files display with minimal dependence on external resources such as fonts.*
- *Scalability—the files work well on limited hardware, and can take advantage of better hardware when it is available. This ability is important because computers have different monitor resolutions and bit depths.*

- *Scriptability—the format includes tags that provide sequences of byte codes to be interpreted by a stack machine. The byte codes support the ActionScript® language. Flash Player provides a runtime ActionScript object model that allows interaction with drawing primitives, servers, and features of Flash Player.” [19]*

Adobe Flash format is a perfect tool for making advertising banners, since is based on vector graphics principles. *“Unlike JPEGs, GIFs, and BMP images, vector graphics are not made up of a grid of pixels. Instead, vector graphics are comprised of paths, which are defined by a start and end point, along with other points, curves, and angles along the way. A path can be a line, a square, a triangle, or a curvy shape. These paths can be used to create simple drawings or complex diagrams. Paths are even used to define the characters of specific typefaces. Because vector-based images are not made up of a specific number of dots, they can be scaled to a larger size and not lose any image quality. If you blow up a raster graphic, it will look blocky, or “pixelated”. When you blow up a vector graphic, the edges of each object within the graphic stay smooth and clean. This makes vector graphics ideal for logos, which can be small enough to appear on a business card, but can also be scaled to fill a billboard. Common types of vector graphics include Adobe Illustrator, Macromedia Freehand, and EPS files. Many Flash animations also use vector graphics, since they scale better and typically take up less space than bitmap images.” [20]*

The main advantage of vector graphics is its physical file size. Not every user has a broadband connection with unlimited data volume. On the contrary, some users still have dial-up connection. The success of an advertising campaign depends on how quickly it can be loaded. The size of all banner files must therefore be minimised. Today’s standards for advertising banners are very strict in the way of file size. For the most used banner format, so called “leaderboard” (detailed description below), recommended file size (including rich media types – code + graphics + data, flash) is 40 kB. It would be absolutely impossible to create even simple animations using GIF which could satisfy the standards. That’s why Adobe Flash format is used for making advertisement banners. As was mentioned above, internet users are “banner blind” and

for advertiser is necessary to attract them, which is impossible using solid images. Advertisers are trying to use every available techniques which Adobe Flash format offers to make their banners attractive and noticeable. The most of banners are simple animations but there are also interactive banners, which do certain action after user interacts – for example play sound or open pop-up window in response to move mouse over it. It depends mainly on a provider of advertising space, what is allowed to use or what isn't and if these “extras” can be used. Too many annoying behaviours of banners can cause outflow of visitors of the server where such a banner is placed. [17]

Banners standards by SPIR

“In an effort to improve the level and clarity of online advertising, SPIR is defining the standards for advertising formats that are used and supported. These standards give advertisers and ad designers, as well as website operators, the opportunity to design creative concepts according to specifications, or use a combination of elements to design new ones. The reason for this is to have consistent nomenclature, standards and advertising elements in mutual communication between advertisers, designers and implementers of internet ads. The objective is to streamline media buying and the production of material for advertising.” [21]

Recommended advertising formats

Official Name	Dimensions in Pixels (WxH)	File Size (incl. rich media types – code + graphic + data, flash)*
Leaderboard	728x90	40 KB
Square	250x250	30 KB
Skyscraper	120x600	40 KB
Medium Rectangle	300x250	40 KB
Full Banner	468x60	20 KB

Table 3 – Recommended banners advertising formats standards [21]

All advertising formats

Class	Official Name	Alternative Name	Dimensions in Pixels (WxH)	File Size (incl. rich media types – code + graphic + data, flash)*
Button	Icon	Micro Bar, Micro Button	88x31	5 KB
	Button 1		120x60	10 KB
	Button 2		120x90	10 KB
	Square Button	Square Banner	125x125	12 KB
Banner	Full Banner	Leaderboard	468x60	20 KB
	Half Banner	234x60	10 KB	
	Leaderboard	Ahead, Megabanner, Screen	700x100, 728x90, 745x100, 750x100, 970x100, 998x100	40 KB
	Megabanner	Leaderboard, Screen, Megaboard	728x120, 728x180, 728x200, 745x200, 750x200	40 KB
Rectangle	Square	Square Banner	250x250, 300x300	30 KB
	Overlayer	Interstitial	640x480, 800x600	40 KB
	Rectangle		120x150, 120x300, 180x150	20 KB
	Rectangle		300x250, 480x300, 500x300	40 KB
Vertical Rectangle	Skyscraper	Skyscraper	120x600	40 KB
	Wide Skyscraper	Skyscraper	160x600	40 KB
	Half Page Ad		300x500, 300x600	40 KB
	Medium Rectangle		300x250	40 KB
	Vertical Rectangle		240x400	40 KB
	Vertical Banner		120x240	30 KB

Table 4 – All banners advertising formats standards [21]

Pricing

Final price of a broadcasting banner advertisement is a sum of production costs and display (broadcasting) costs. The production cost covers all activities connected with the final graphic output. According to author's own practical experience, creating of Adobe Flash banner takes 10 hours of working in average. Current cost of graphic designer per hour is around 200 CZK so it means that final price is 2000 CZK on average per common Adobe Flash banner. There are many issues which can change the final price, e.g. complexity of given materials (texts, logos, design guides, ideas etc.), level of a "creativity freedom" of the graphic designer, post-editing process and so on.

Still, cost is the major disadvantage of banners. *"If company demands a successful marketing campaign, it will need to allocate a large percentage of its advertising budget to place banners on high-volume web sites."* Of course, it cost huge amount of money to satisfy this demand. [18]

Under the auspices of SPIR, *"NetMonitor is very extensive research project whose goal is to gather information on internet audience in the Czech Republic as well as socio-demographic profile of Czech internet visitors. The project sponsor is SPIR. The project organizer is MEDIARESEARCH, a. s. in cooperation with Gemius S.A."* One of aim of NetMonitor is reporting internet server visits. The report from January 2012 confirms trend from last year's, which says that the most visited Czech server is *Seznam.cz*. Following table shows first five most visited servers in January 2012. [22]

Server	Monthly visits
Seznam.cz	407 914 324
Novinky.cz	104 140 955
Super.cz	74 902 704
Centrum.cz	66 884 937
Idnes.cz	64 701 534

Table 5 – January 2012 Czech top servers visits [23]

According to the statistics mentioned above, price list of the most visited Czech server *Seznam.cz* is showed bellow. Due to the data is obvious, that an advertising campaign placed on the main page is very budget demanding. Such an advertising place is dedicated mainly to strong corporations which can afford to spend hundreds of thousands CZK for advertising campaigns.

Position name	Basic CPT	Maximum number of views	Expected number of addressed users	Base price
Homepage 418x120 - week	125 CZK	8 000 000	2 200 000	1 000 000 CZK
Homepage 418x120 - day	125 CZK	2 000 000	1 000 000	250 000 CZK

Table 6 – Seznam.cz advertising banners price list [24]

Item CPT is for relative orientation of cost efficiency. It means Cost per Thousand and it calculates cost of displaying banner to 1 000 viewers. This price equals to the Base price divided by the Maximum number of views multiplied by one thousand.

Quite successful alternative to paid placing of banners is swapping and exchanges. *“Banner swapping means that company A agrees to display a banner of company B in exchange for company B’s displaying company A’s banner. This is probably the least expensive form of banner advertising, but it is difficult to arrange. A company must locate a site that will generate a sufficient amount of relevant traffic. Then, the company must contact the owner of the site and inquire if the company would be interested in a reciprocal banner swap. Because individual swaps are difficult to arrange, many companies use banner exchanges.”* [18]

This way of swapping is also impossible in case of Czech high-volume web servers as *Seznam.cz*, *Centrum.cz* etc. These servers are known enough for internet users that it would be useless to promote them on internet. Nowadays these biggest players on Czech internet focus their attention and activities to outdoor advertising, as billboards, posters in public transportation or simply posters in public areas. That’s why there is

impossible to deal swapping banners with them. Regardless of the fact those incomes from ads placing are their strongest sources of profit.

For advertising on lower levels is possible to use so called “banner exchanges”. *“Banner exchanges are markets where companies can trade or exchange placement of banner ads on each other’s web sites. A multicompany banner match may provide a better match, and it will be easier to arrange than a two-company swap. For example, company A can display B’s banner effectively, but B cannot display A’s banner optimally. However, B can display C’s banner, and C can display A’ banner. Such bartering may involve many companies. Banner exchange organizers arrange the trading, which works much like an offline bartering exchange. Firms that are willing to display others’ banners join the exchange. Each time a participant displays a banner for one of the exchange’s other members, it receives a credit. After participant has “earned” enough credits, its own banner is displayed on a suitable member’s site. Most exchanges offer members the opportunity to purchase additional display credits.”* [18]

Mainly for web sites in English are dedicated servers as *LinkSwap.co.uk*, *click4click.com* or *exchange-it.com*. The only Czech server specialised in advertisement (text ads, banners, icons, links etc.) exchange is *Vymena.kompletne.cz*. In the other cases, banner exchange requests are put in various discussion forums.

“Banner exchanges are not without their disadvantages. To begin with, some charge high fees, charging members either money or ad space, or both. Second, some banner exchanges will not allow certain types of banners. In addition, tax issues may arise for companies that barter their banners.” [18]

3.6.1.2 Standard display (videos)

“Video ads are growing rapidly, mainly due to the popularity of YouTube and similar sites. According to Reuters (2007), online video is expected to grow at nearly 40% annually through 2011 while TV viewing continues to fall. According to Comscore, people watched 12 billion videos online in May 2008 alone. Video ads appear all over the web, both as unsolicited pop-ups, or when you give permission to see a demo or information about a product. Video ads become very popular in Web 2.0 environment and social networking.” [18]

Standards and recommendations for video advertising were set by SPIR in 2009: *“For the simple orientation of all subjects involved (media operators, advertisers), SPIR recommends using unified nomenclature – “broadband video commercial”. Other names, such as video-stream ads, in-stream ads, in-video ads, streaming ads, etc., are confusing, and their usage is therefore not recommended. A broadband video commercial may be part of the content video-players on websites (see positioning regarding content video) and independently as banner content (rectangle class). Standards for a broadband video commercial do not include streaming audio ads and standards for measuring broadband video commercials. It can be displayed before, during or after viewing the required content, but is not limited within the environment of online games, video and audio content within special players. Standards include both live and archived content. The broadband video commercial is located in existing player and/or as banner content with their own player and video loading through to interaction (scrolling with the mouse, or launching a controlling element on a banner player). The recommended size of the display panel is 300x225, which permits the positioning of the broadband video commercial in the supported universal ad format of 300x250 (including 300x25 pixel space for the control panel). The broadband video commercial may be used and launched (initiated player with the ad) in any banner dimensions in any class (rectangle class is recommended).*

Every online media operator may set their own limits for ad interactivity. This eligibility concerns:

- *Clicking options*
- *Video Hot Spot – broadband video commercial may contain a cursor which can change to a “hand” when moving the mouse over the broadband video commercial window in places that contain interactive elements.*

A Broadband video commercial may link to several advertisers / information about products. The broadband video commercial as independent content in the banner must have the sound off by default. The sound may be turned on with the user’s instruction and with interaction (scrolling the mouse over the banner) and switched off with a visible button or by moving the mouse from the area.” [21]

Following table summarizes standards for broadband video commercial:

Standard	Recommendations
Positioning	Possible ad positioning (according to operator specifications): - Pre Roll = before viewing required content - Mid Roll = during viewing of required content - Post Roll = after viewing required content Required content can include streaming video, animation and games or other interactive elements.
Panel Size	Recommended minimum is 300x225
Page Ratio	4:3 (e.g. 400x300) or 16:9 (e.g. 720x480)
Bit Rate	Recommended minimum is 200Kbps, sound mono 48kbit
Spot Length	Pre & Mid Roll = recommended length 10sec Post Roll = limit not set
Limited display	Set by operator
Ratio of Length of Ad Display vs. Content	Set by operator
Ad Interactivity	Permitted according to operator’s specifications.
Controls	Obligatory controls: - Start/Stop - Sound volume On/Off Fast rewind during the spot is not permitted.

Table 7 - Video advertising formats standards [21]

Prices of placing video advertisement are also taken from official *Seznam.cz* price list. Next table is dedicated to *Seznam.cz* homepage.

Position name	Basic CPT	Maximum number of views	Expected number of addressed users	Base price
Homepage – Expandable video	300 CZK	1 000 000	500 000	300 000 CZK

Table 8 – *Seznam.cz* advertising videos price list [24]

Seznam.cz offers also another advertising space for placing video advertisement on allied servers. At *Super.cz* or *Novinky.cz* is possible to order video campaign with CPT price 375 CZK. Mentioned servers often join videos to their articles. It is possible to place advertisement before or after the video reportage. Maximum allowed length of the commercial is 30 seconds. [24]

3.6.1.3 Search marketing

Term search marketing covers following advertising options:

- SEO – search engine optimization
- Pay for positioning (records in catalogues, preferred placing in search engines)
- Search engines ads (PPC systems, AdWords, Sklik)
- Specialised search engines

Search marketing, as the name says, is a tool which influent search procedure of internet users. From a perspective of users, mentioned options can be seen identical. Search engine always display results according to given key words and the user probably choose highest placed links. But the ways how these links are placed at high places differ.

There are two types of search results – non-paid and paid. Non-paid results are displayed only in relevance to the key word. That is a primary function of every search

engine. It is possible to reach high placed positions by SEO. Its main principle is to use the most relevant key words on right places, which leads to better placing in search engine results.

Paid results should be displayed in a visible divided field on a page and marked as advertising. But specialised researches show that just every fifth user perceives these links as an advertisement. And these users have higher level of conversion (rate of conversion indicates how many mediated visitors of advertised web site really place order there). [25]

Characteristic type of paid advertisement in search engines is paid-per-click (PPC), where is not billed any flat fee, but advertiser pays only for real number of users' clicks. It means, that paid is only mediated visit of the advertiser's web site. To prevent their main function – to display non-paid results instead of paid ones, search engines apply reward systems. Relevant advertising links are placed higher or there are applied lower payments for click-through.

Google provides its own PPC system named AdWords. *“It is a self-service ad server that uses relevance-ranking algorithms similar to the ones that make the search engine so effective. Advertisers tell Google how much they want to spend and then “buy” pertinent keywords. When web surfers type in a term that matches the advertiser's keyword, the advertiser is listed in a banner near the search results with the heading “sponsored links.” Each time a user clicks the advertiser's banner ad, Google subtracts the cost-per-click fir advertiser's prepaid account; when the account's daily ad budget is depleted, Google stops displaying the ad. The system is easy to use and remarkably effective. The click through rate is about 15%, which is more than 10 times the rate of average banner ad. According to industry experts, many Google advertisers have experienced a 20 to 25 percent increase in online sales. Each time a visitor clicks on ad (which takes the visitor to the advertiser's site), the site owner shares the commission paid by advertiser with Google. The advertisers also participate in the AdWords program.”* [18]

3.6.1.4 Text advertising

Text advertising is integrated into articles in the form of hypertext links, placed in specific words (terms). It can be also a solid separated text pasted between the other articles. Placing of such advertisement doesn't have to be clearly recognizable at the first sight. Actually this fact is the main principle of text advertising.

“An advertising system that embeds ads within the text of web pages on sites those agree to host them. It matches ad inventory with the text on the pages and turns words or phrases into hypertext links that are typically double underlined rather than single underlined. If the modified text is moused over, a brief ad appears, and if the user clicks the ad, the site publisher is paid for the click-through.” [26]

3.6.2 Web sites

Web sites present and promote their company and bring information to customers. Marketing tools used for increasing readability and satisfying the highest claims are:

- Copywriting
- References
- Function “recommend to a friend”
- Microsites
- User-generated content (UCG)

Copywriting is an instrument for improving web content and commercial texts to attract possible customers. Copywriting closely correspond with SEO. If potential customer comes to the advertiser's web site, it is needed to persuade the customer of staying there by reading the first displayed text. The fact that the web site was placed in results of search is a success and it should be properly utilized.

“In its strictest sense, copywriting is the act of writing advertisements (like headlines, slogans, brochures, direct mail packages and even websites) with the goal of

making a sale. (...) Copywriting is the art and science of writing words to promote a product, a business, a person or an idea; and carefully selecting, editing, weaving and constructing those words in a way that they'll persuade the reader into taking a specific and measurable action." [27]

Highly valuable are references of the other customers. Closely connected to this term is also function "recommend to a friend". There is much higher weight of word-of-mouth in online world than in the real one.

Microsites or minisites serve for promoting specific product or service, have attractive design and are highly interactive. *"Microsite is a separately promoted part of a larger web site. A microsite is designed to meet separate objectives and has a separate Web address (or Uniform Resource Locator) as its home page. Typically, a microsite resides on the same Web server and reflects the branding and overall visual design of the larger site with which it is associated. Occasionally, two Web sites will collaborate to produce a third, smaller site that both link to (and is probably located on one of the two main site's servers)."* [28]

User-generated content (UGC) is every communication initiated by users. It can appear as a viral message, e-mail, in discussion etc. *"The production of content by the general public rather than by paid professionals and experts in the field. Also called "peer production," and mostly available on the web via blogs and wikis, user-generated content refers to material such as the daily news, encyclopaedias and other references, movie and product reviews as well as articles on any subject, all of which have been traditionally written by editors, journalists and academics. It is one of the hallmark features that distinguish Web 2.0."* [29]

3.7 Summary

In previous text were described the basic main terms of internet advertising. Many ways of promoting products and services exist nowadays and the first part of this thesis was dedicated to sort them, make general and historical overview, and show practical examples. Comparison of media types used for advertising was showed globally and locally – in Czech Republic. There was also included the financial side of online advertising.

4 Practical part - Viral marketing

4.1 Definition of viral marketing

According to segmentation of internet marketing by Michal Krutiš mentioned in theoretical part, viral marketing is subpart of online direct marketing, side by side to requested e-mailing, newsletters and messaging (IM, SMS). [16]

“Viral marketing or advertising refers to word-of-mouth marketing in which customers promote a product or service by telling others about it. This can be done by e-mails, by text messaging, in conversation facilitated in chat rooms, via instant messaging, by posting messages in news group, and in electronic consumer forums. Having people forward messages to friends, asking them, for example, to "check out this product", is an example of viral marketing. This marketing approach has been used for generations, but now its speed and reach are multiplied by internet. This ad model can be used to build brand awareness at a minimal cost, because the people who pass on the messages are paid very little or nothing for their efforts.” [18]

“Viral marketing has long been a favourite strategy of online advertisers pushing youth-oriented products. For example, advertisers might distribute, embedded within a sponsor's e-mail, a small game program that is easy to forward. By releasing a few thousand copies of the game to some consumers, vendors hope to reach hundreds of thousands of others. Viral marketing also was used by the founder of Hotmail, a free e-mail service that grew from zero to 12 million subscribers in its 18 initial months and to more than 50 million subscribers in about 4 years. Each e-mail sent via Hotmail carried an invitation for free Hotmail service. Also known as advocacy marketing, viral marketing, if properly used, can be effective, efficient, and relatively inexpensive.” [18]

The practical part of this thesis is focused on a low-cost advertising campaign and rate of its success, while minimal budget was spent. According to this condition were chosen viral methods for way of spreading the campaign, because of their zero costs for broadcasting.

As each approach, also viral marketing methods have particular disadvantages. The main negative issue is a need to invest much more effort in creating process of the campaign, while the final result is quite uncertain. Another disadvantage is worse measurability of a success of the campaign in compare with banner or text advertising. After “launching” the viral content, advertiser practically lost a control over it and risks during the time that the original legacy can be deformed or even completely disappear. The measurability of the success is really big problem because in many viral content the promoted product or brand isn’t even mentioned directly. That’s why should be the viral campaign accompanied with another way of advertising (banners, text etc.). Indirectly is possible to evaluate the campaign’ success by observing long-period statistics of visits at the promoted web sites.

For spreading viral marketing content are mainly used social networks. *“These are a natural and ideal place for viral marketing. For example, Sears (sears.com) has been using social networking and e-commerce to drive prom-season sales. Sears kicked off a campaign that lets shoppers share their dress selections with friends on Facebook. There they have the option of sharing one of about 70 prom dresses with their Facebook friends. Choosing that option will either prompt users to select friends or place a photo of a model wearing the dress in their profile, along with a product description and a message requesting opinions. Prom dress selection is an important decision for high school girls who want to get feedback from a circle of trusted peers before buying.”* [18]

The term “viral marketing” was firstly introduced by Steve Jurvetson and Tim Draper in 1997. Of course there was a wild discussion and many disagreements about the definition. It says that it is a word-of-mouth advertising when users tell other users about a product or a service. The name was derived from a word “virus”, because of its basic substance – attacked element becomes to a role of disseminator. The viral marketing principles use the same way of spreading the message (video, picture, text, hypertext link). It is received by a receiver and then he spreads the message to at least one other person. Mostly the receiver isn’t the only one, there are many of them and

that's why the message is spread by rapidly increasing speed. In ideal case, spreading procedure has a tree structure. [30]

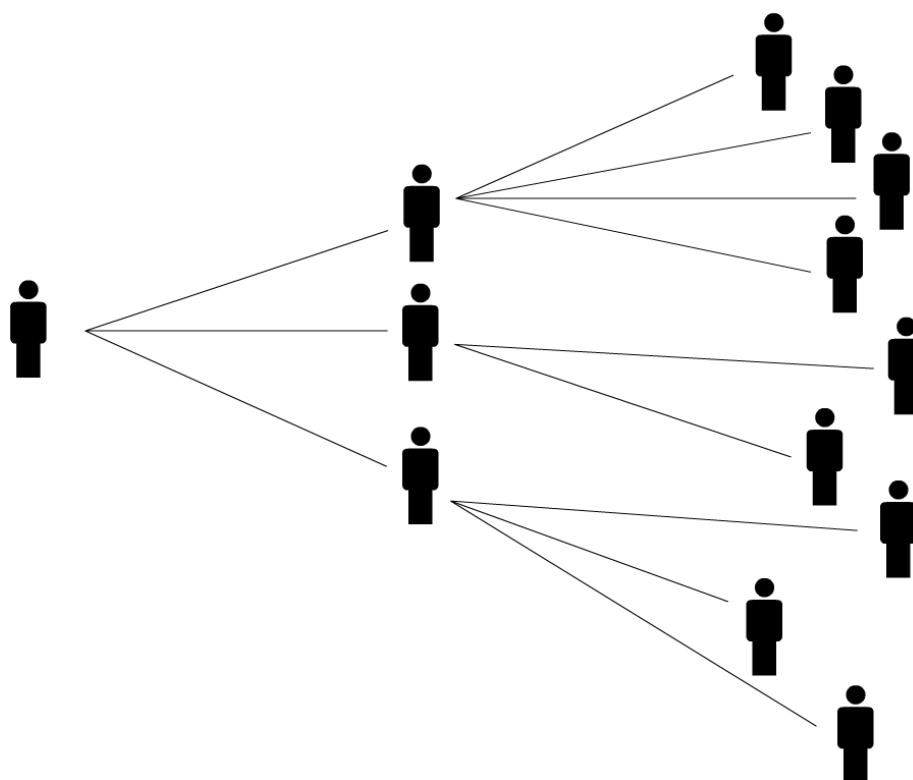


Figure 6 – Viral spreading procedure [Author]

There is main really important condition for viral campaign – content of the message must attract a user as much as possible that thanks to this he spreads the message to the other users. Practically there are two extremes, it does work perfectly or it doesn't work at all. Almost nothing is between. If the content is entertaining, funny, or on the other side scandalous and provocative, simply in any case highly attractive to sending it to the others, it works. If the content is boring and uninteresting, the campaign has no results. Advertiser can try no matter how but if users don't like the content, the tree structure of spreading doesn't work. The reason is simple, even if the advertiser sends the message directly to persons in his surroundings, every time the amount of these persons is finite and too low.

4.2 Guerrilla marketing

The first mention about this term in connection with marketing principles was said by Jay Conrad Levinson in his book *Guerrilla Marketing* from 1984. The main base of this principle is to use unconventional marketing tools in cases with highly limited or non-existing budget for promoting. [31]

Definition of guerrilla marketing by server *Entrepreneur.com* stands “*Guerrilla marketing is quite different from traditional marketing efforts. Guerrilla marketing means going after the conventional goals of profits, sales and growth but doing it by using unconventional means, such as expanding offerings during gloomy economic days to inspire customers to increase the size of each purchase.*” [32]

About.com defines it as “*A term coined by author, Jay Conrad Levinson, guerilla marketing is an alternative or grassroots form of promotions. Typically, this type of marketing effort requires a minimal investment but yields maximum results. It uses creative, street-savvy techniques to get customers' attention and go toe-to-toe with competitors without having to match budgets dollar-for-dollar.*” [33]

Currently it can be said that the guerrilla marketing principles are closely connected to the viral principles. The viral principles of spreading in practice can be applied only if the message is unique, provoking and engaging, which is in the other words the definition of a content using the guerrilla principles. In the other side, as the definition said, very limited or non-existing budget for making and broadcasting the content allows just viral principles as the only way of spreading it. In the practical part of the thesis were used both of named principles.

4.3 Real viral campaigns

Recently well known viral video advertising was published in the beginning of January 2012. American rock band Ok Go performs there their new single called Needing/Getting and very important role plays new Chevrolet Sonic. The band is known by their unusual and creative video clips, but they became really famous in 2010 by introducing music video This Too Shall Pass - Rube Goldberg Machine version. It was placed on YouTube in March 2010 and till today (March 2012) the video has incredible over 34 millions of views.



Figure 7 – OK Go – This Too Shall Pass video clip [YouTube.com]

Such a success couldn't stay without noticing by the marketing sector and last year the band was "caught" by Chevrolet to help promoting the new model Sonic. The company is holding (2011-2012) huge marketing campaign which promotes mentioned model, called Let's Do This (<http://www.letsdothis.com/>) in USA, and created by Goodby Silverstein & Partners. Within the campaign the car performs various stunts like bungee jumping, back flipping, skydiving and other crazy activities. [34]

In the new clip, "OK Go set up over 1000 instruments over two miles of desert outside Los Angeles. A Chevy Sonic was outfitted with retractable pneumatic arms designed to play the instruments, and the band recorded this version of Needing/Getting, singing as they played the instrument array with the car. The video took 4 months of preparation and 4 days of shooting and recording. There are no ringers or stand-ins; Damian took stunt driving lessons. Each piano had the lowest octaves tuned to the same note so that they'd play the right note no matter where they were struck." [35]

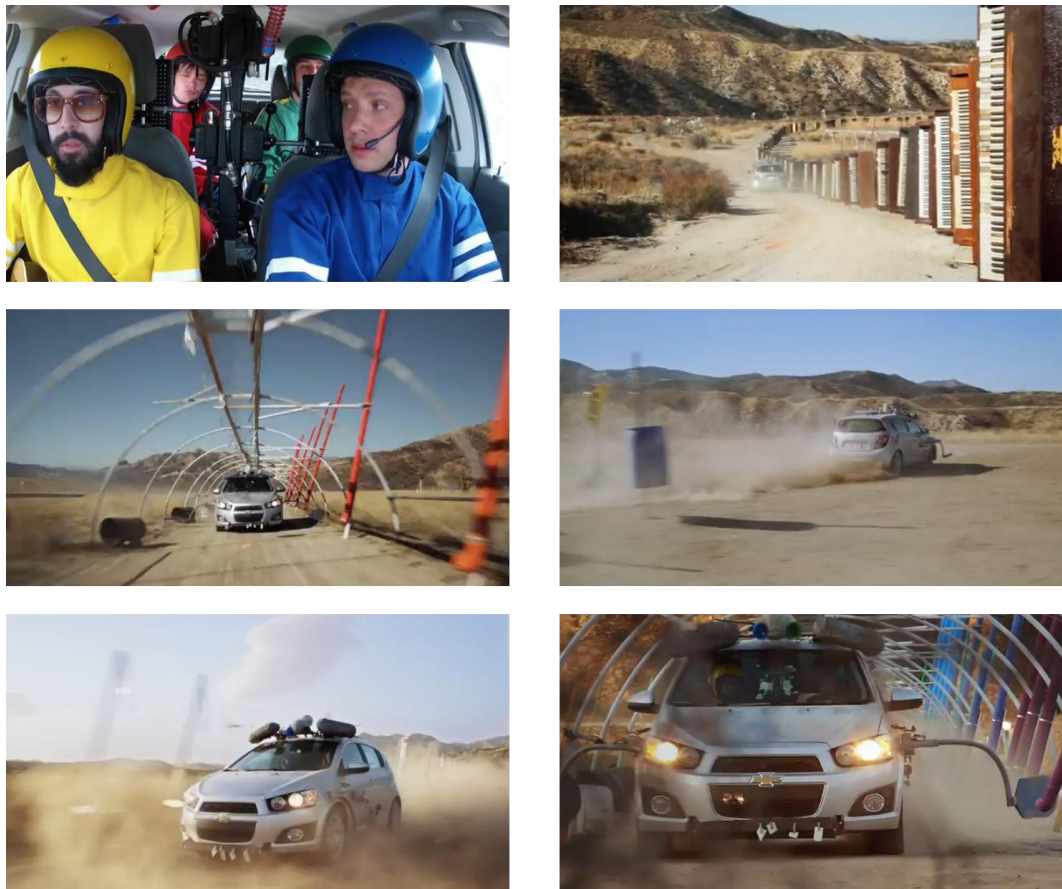


Figure 8 – OK Go – Needing/Getting video clip [YouTube.com]

From the 5th of February 2012, when the video clip was introduced on YouTube, it has till now (20th March 2012 – so less than two months) over 17 766 000 views.

Another viral campaign, which even re-fired again a discussion about dangerousness of cell phones, came out in 2008. There was a video, where several people put four cell phones on a table and in the middle of the phones were five or six popcorn seeds. Then they called on these mobiles in one moment and after a while the popcorn started to pop. This video was even banned by official US bureaus because of deceiving people and spreading a panic. After some time, a company producing Bluetooth hands-free (Cardo Systems) for cell phones admitted that had made the video as a viral campaign. But on this practical example was clearly visible, that it wasn't such successful like it should be. Although it has many hits (official number is not

known because of the ban) and success at the audience, nobody connected this video with the company and its products.⁴

Even marketing agencies in Czech Republic can create catchy viral campaign. Quite famous and much discussed was the one from Mark/BBDO. Videos, where couple of youths was filming opening cars in streets helping various tools (toilet rubber bell, stun gun, and strong neodymium magnet) raised heated debate on internet and even in television. First month after releasing the campaign the videos had 1,5 millions views. “There are only 20% of cars insured against theft in Czech Republic. Our goal was to raise attention about this issue. In the first phase we placed on YouTube and *Stream.cz* five amateur-look videos where is showed how easily is to steal a car. In the second phase we signed these videos by Direct insurance company and finished the message this way“, said one of Mark/BBDO representative Petr Topinka. The main idea of this campaign was to point to the fact how easy is to steal a car, but that even easier is to insure it. The agency was awarded by Grand Prix of Red Apple 2008 (festival of advertising in Moscow). [36]⁵

⁴ CNN News 2008, Internet cell phone popcorn HOAX - secret revealed;
[<http://www.youtube.com/watch?v=KsoVEeJg3TY>]

⁵ Translated by author



Figure 9 – Direct pojišťovna viral campaign video clip [YouTube.com]

The viral campaign of Direct wasn't alone in 2008 in the Czech Republic. Also Telefonica O2 released a viral video promoting their current tariff. In that video an old lady was calling in a tram very loudly, mentioning the advertised company and the specific tariff. A young man couldn't stay her annoying loudly speech, grabbed her phone during the call and destroyed it. There is no official statement of O2 on internet that this company is behind the video (probably because of violence and rude words in it) but there are two main evidences that the scene was arranged. First, there is unnatural behaving of the actors and second, from the voice of the old lady is obvious that it was dubbed in a postproduction. Her articulation is unnaturally clear and the sound of the environment (moving tram) is suppressed during her speech, which is technically impossible during filming on a cell phone.

4.4 Video advertising campaign

Author's main goal of the practical part was to promote a non-ordinary product using as minimal budget as possible. Considering this demanding condition, small viral advertising campaign using guerrilla principles was chosen as the main and only tool to reach the goal. For proving a success or a failure of the campaign, there should be possible to measure the rate of success of this low-cost viral campaign, despite the previous mentioned fact that it is difficult to measure it. A basic idea was to adjust the campaign in order to be able to use ordinary methods for measuring traffic on related sites – web pages visits analysis. Due to this fact, and also because of the strict budget, the whole campaign had to be minimized to very specific and relatively small form. It means that only one method of internet advertising could be used. As it was mentioned above, a proper viral campaign should be complex, divided to particular phases with clearly determined objectives, and also supported by various methods of internet advertising. This complex approach couldn't be used as a whole in the practical part research because precise data were needed in the end and there was almost no budget.

A short video clip placed on YouTube was chosen as a main pillar of the guerrilla viral campaign. It is the most powerful way how to promote something without spending a single cent (in the view of broadcasting). But just the standalone video clip wouldn't serve as a working viral campaign, there was needed to have some feedback. This was provided by a microsite, which was linked from the video clip. The video itself was published on YouTube and the link to the microsite was put both in the video and also in its description.

4.4.1 Basic idea

Author's basic idea of a topic of the video was to "invent" a fictitious product, which would have extraordinary, but believable features and it would be able to show its usage in the short video. Then there would be the microsite with a simple description of the product and also with a possibility to buy the product online directly from that site. Measuring of success would have three levels:

- Total number of views of the video on YouTube
- Total number of visits of the related microsite
- Number of reaching of the last ordering step on the microsite

There were two possibilities of filming the video, respectively of thinking out what would the product be. The first one was to record some funny spontaneous situation and according to it, think out a product which would be directly connected to the recorded situation. The second possibility was to think out the product and then film the video following predetermined screenplay. Each of mentioned approaches has its own advantages and disadvantages.

For purposes of viral campaign would be better to follow the first possibility. Spontaneously recorded videos with a funny point have much more success than the ones which are filmed by a screenplay. But on the other side there is highly difficult to "catch" a funny situation on a camera. That's why the second mentioned approach was chosen. There was also expected to use special effects in the video, for increasing attractiveness for viewers, but just on a level of believability of the showed situation.

4.4.2 Promoted product

The main concept of the “invented” fictitious product was following: a special boots for cats which allow cat to climb up every vertical surface, like walls, furniture etc. This capability is secured by special nano-technology, specifically by microscopic hooks on an outsole of the boot, which works on the same principle as Velcro. The basic scheme is on the picture below.

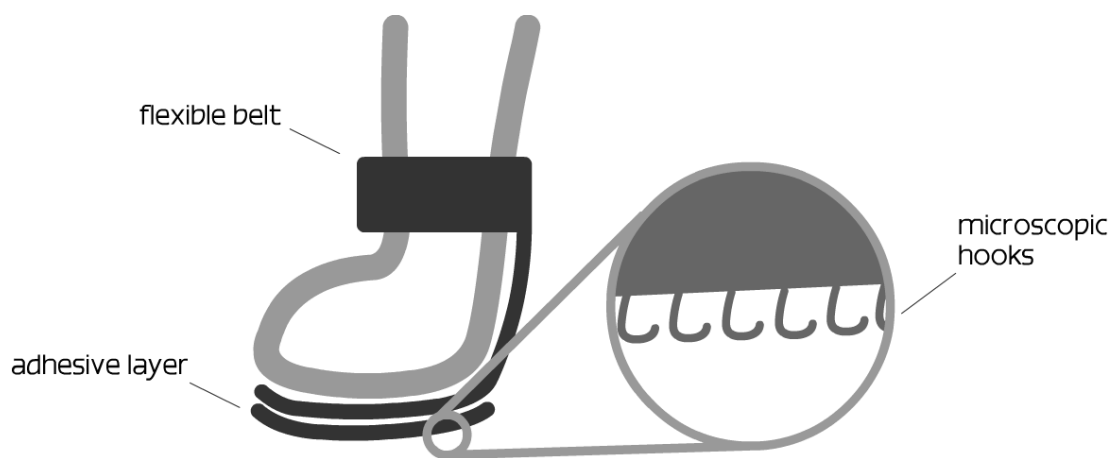


Figure 10 – SpiderCat Boots description [Author]

Author’s task was to make a video clip which would prove these capabilities and persuade viewers to follow the link (placed in the video and in description of the video) to the product microsite. Because described boots for cats really doesn’t exist, it was obvious to use special effects to make the promotional video clip credible. Also the related microsite was made fully functionally. Despite the site was relatively small, it had to look real, especially the process of ordering the product.

4.4.3 Making the video

The screenplay of the video clip was simple – up to 15 seconds duration, a cat climbing up a wall and some element making the situation more realistic (interacting person). The idea was to record two separate videos, the first one with moving cat itself and the second one with environment and interacting person. Then it was necessary to exclude the cat from the first video background, rotate it 90 degrees (for making the effect of climbing up), and place this track into the second video as a front layer.

There was used Sony Handycam DCR-DVD608E (records to DVD, in resolution 720x576 pixels; adjustable focus, shutter speed, and ISO) for capturing the scenes. The camera was quite old and comparing to current standards very technically “weak”, but still sufficient for the purposes of the final result. There wasn’t necessary to have the best quality video because it would be placed on YouTube, where most of viewers play it in small window mode, and also it should look like an amateur video (which it was in fact).

Preparation of the first scene was quite simple. A green sheet was used as a background, oriented in horizontal position, with smooth transition between “floor” and “background” in order not to create shadows. The camera was placed in front of this arranged scene on a solid stand. The cat was led to go from one side to the other in front of the camera.

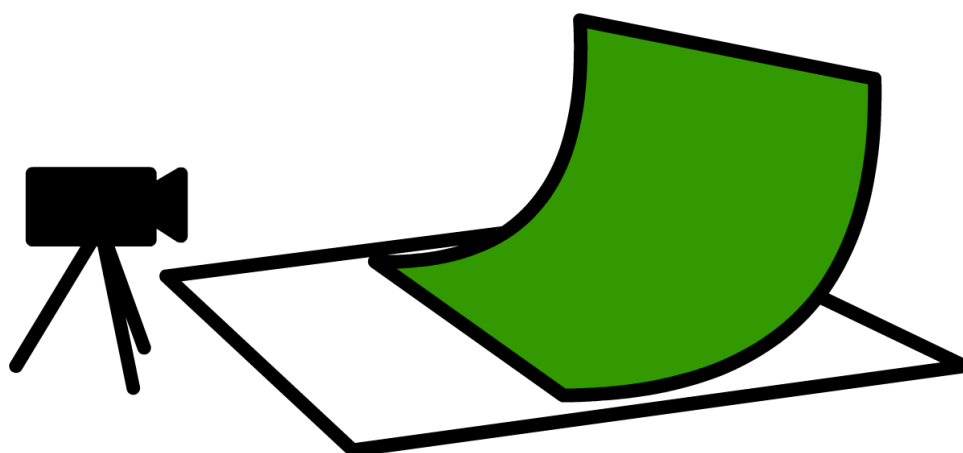


Figure 11 – First scene scheme [Author]

Software used for editing the clip and making the special effects was Adobe Premiere CS5 and Adobe After Effects CS5. The green sheet was chosen as a standard procedure in filming objects, which are needed to exclude from a background. This procedure is called “keying” and there are several different advanced options in Adobe After Effects, how to apply it. *“Chroma keying is a technique used for combining two frames or images by replacing a colour or a colour range in one frame with that from the another frame. It is often used in film industry to replace a scene's background by using a blue or green screen as the initial background and placing the actor in the foreground. The principle behind chroma keying is that the colour blue is the opposite colour of skin tone, so a distinction between the two is very clear, making it easier to select the colour without worrying about any part of the actor being included in the selection. The whole blue selection is then replaced with another frame as the background.”* [37]

Probably bad quality of captured recording, but mainly insufficient lightning during filming, caused that the result of keying process in Adobe After Effects was poor. The program had a problem with recognising between the cat and background; respectively it was a proof of incorrect sheet colour selection (both the green sheet and the cat have light colours). Anyway, after brief editing and rotating the excluded cat over 90 degrees, a way how the cat was moving looks completely unnaturally due to the fact that the cat was climbing up vertically. Different procedure should be used.



Figure 12 – First scene keying result [Author]

To avoid the problem with light background was chosen a black sheet for the second attempt of capturing the cat. Light brown colour of the cat was in perfect contrast with the black sheet. The second problem – unnatural way of moving of the cat was solved by inclined plane. The scene was arranged similarly to the first one, but it was completely inclined by approximate 45 degrees. The final result looked much better than the previous one, where the cat was filmed in horizontal position. That was because the cat had to clamber in 45 degrees slope and the way of moving looked naturally in the final result.



Figure 13 – Second scene [Author]

This second output was much better usable than the first one. The clip was loaded to Adobe After Effects and tool Roto Brush was used to crop the cat from the background. This function basically works similarly as keying, but with a difference that it crops every edges defined by user (not only edges on single-colour margins). There was preset to crop area 20 pixels around the cat, to remove spare background and prepare the scene for final keying. Surprisingly better results of keying evinced this function in Adobe Premiere than in Adobe After Effects. Settings of that tool in Adobe

Premiere were simpler, more intuitive and with a better result. After keying process the first scene was prepared for placing it in the final clip.

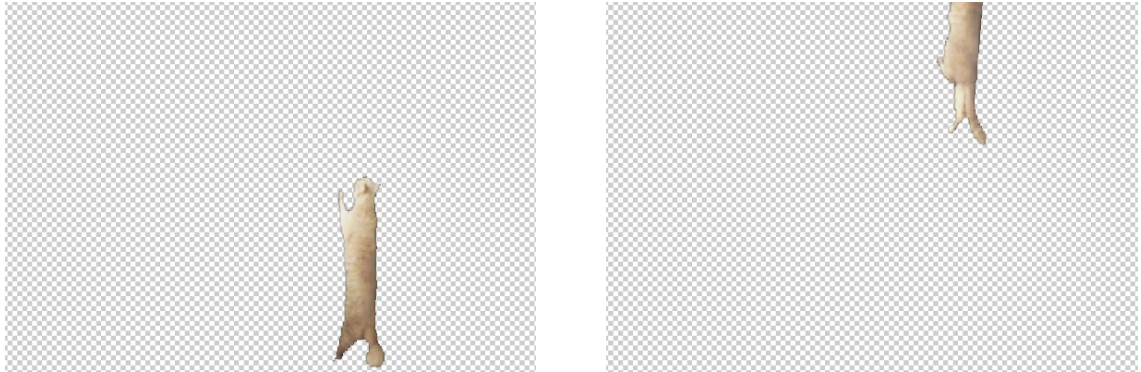


Figure 14 – Second scene keying result [Author]

The second scene (background) making consisted of arranging camera on the solid stand to be approximately in the same position and angle (against a wardrobe where the cat “virtually” climbed up) like it had been before during capturing the cat on the inclined plane. This condition of arranging was necessary in order to have the best possible natural appearance after joining the two separately filmed video tracks together. Then the scene was filmed during a person came in the screen and acted that something “tasty” was holding in hand and alluring the cat to climb up on the wardrobe.

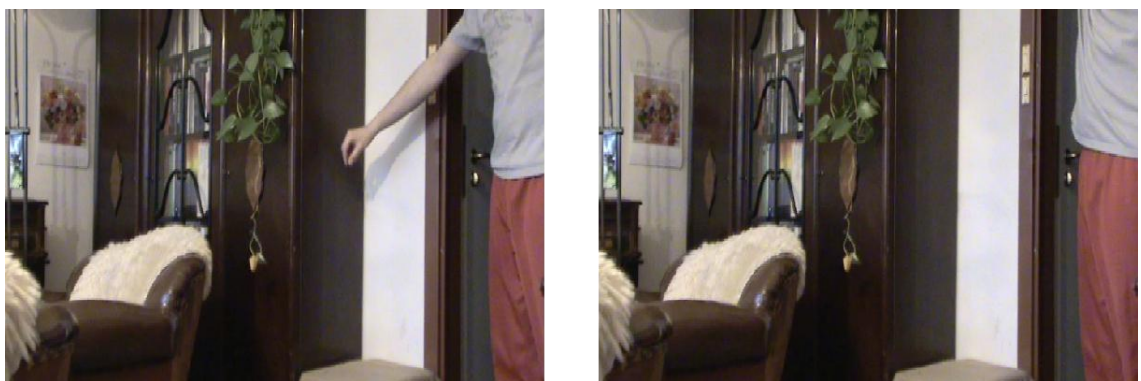


Figure 15 – Background scene [Author]

The final clip was assembled in Adobe Premiere. There was placed the second scene (with the person) as a background layer. The first prepared scene with the cat was placed in as a front layer and was rotated by 90 degrees to make the effect of climbing up. It was also scaled to proper dimensions against the background. Because the background scene had been filmed using specific lightning, which had dropped visible shadows of the person in the scene, there was important to create also shadow of the cat. The front layer of cat was duplicated and shifted to right side. There was applied negative brightness, blur and also was decreased visibility of the duplicated layer. These procedures caused that the duplicated layer appeared like a shadow. After this final procedure the result was rendered as a video clip file.

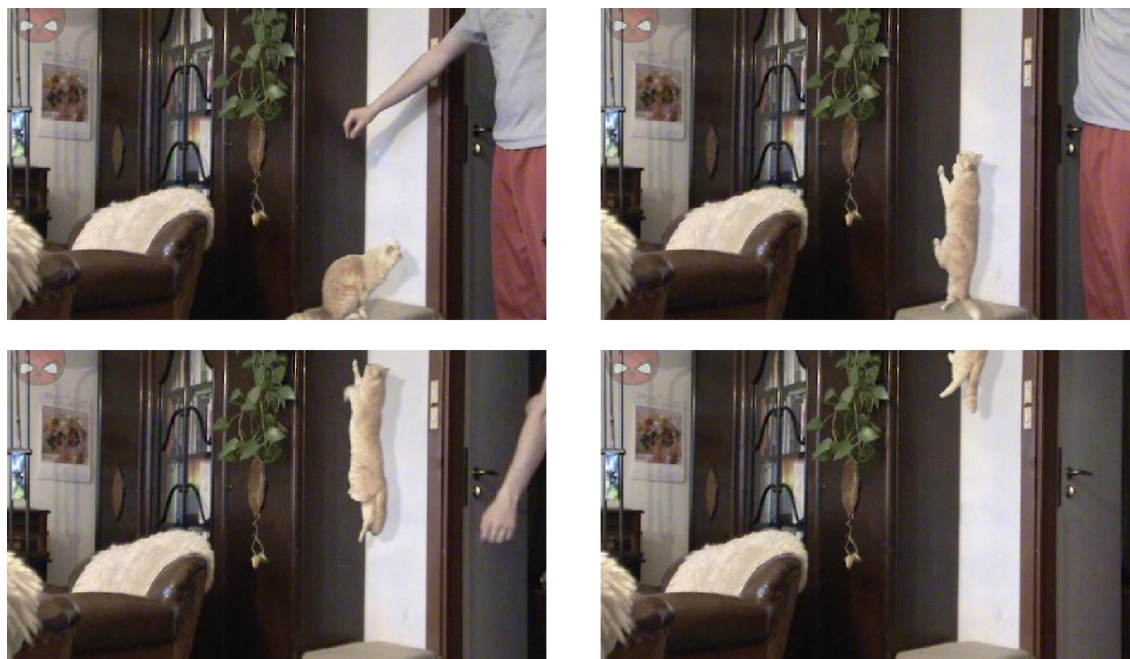


Figure 16 – Viral video clip [Author]

Although the clip was made in home conditions, it could be said that the final result was satisfying and for an unacquainted viewer highly believable. The clip was placed on YouTube and in description of the video was direct link to the product microsite. YouTube allows putting texts in videos, so also in the video is tag with URL of the microsite.

4.4.4 Product microsite

To be able to measure a level of user's interest in advertised product was needed to launch a web presentation. Using basic web page visits analysis was possible to track the activity of visitors of the web site. Official name of the product sounds "SpiderCat Boots". The first part should associate the famous comics' character because of its capabilities. Because of the fact that the whole campaign was in English and supposed to be worldwide, there was impossible to place the site on CZ (or EU) domain. Unfortunately the most suitable international domain COM (*spidercat.com*) had been contained. Due to this fact and also to have the URL address intuitive and smart, the Austrian national domain AT was chosen for usage. The domain itself creates a part of word SpiderCat, so the final appearance of URL is *SpiderC.at*. At this moment the first real costs had to be paid. It was 400 CZK for domain and hosting service.

The structure of the web site was very simple. There was index page on the first level, two subpages on the second level and two other (but very important) on the third level. Just brief information about product was placed on the index page, and then there was a link to page "how it works" (simple explanation of functionality of the boots) and also a link to ordering page – both on the second level. The ordering part itself (the third level) of the site consisted of a page with order confirmation and final explanation of the whole project.

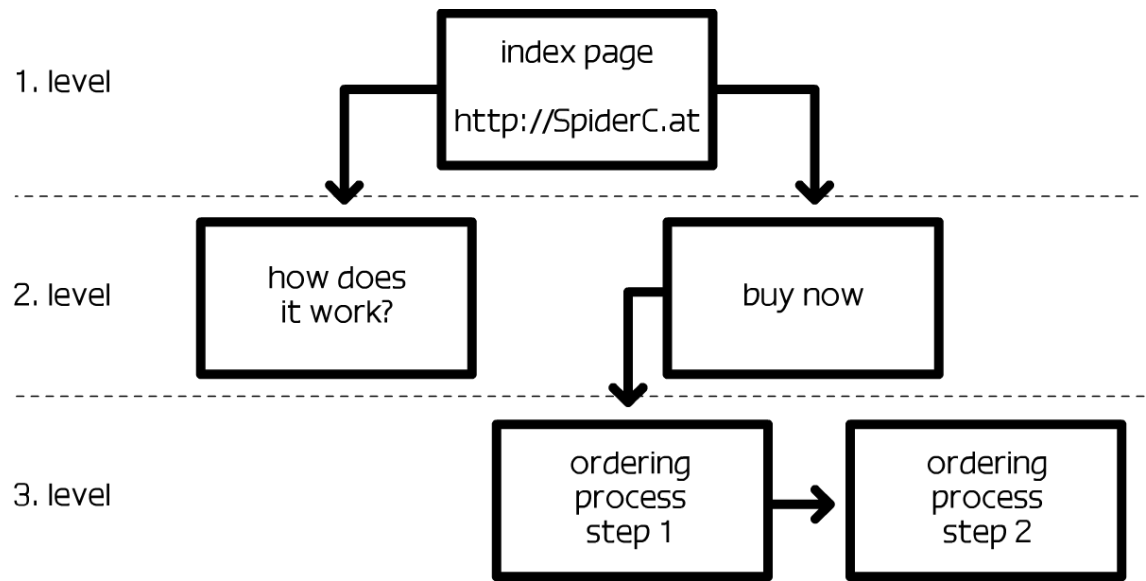


Figure 17 – SpiderC.at microsite structure [Author]

Design of the web site was tuned to black colour because of the association with spiders and dark comics characteristic. Although the practical part of this thesis was dedicated to promote the fictive product spending minimal costs, author's second goal was to measure a rate of success of the video viral campaign. For satisfying this aim was needed to eliminate visitors, who came to the web site randomly via search engine without seeing the video clip. According to this condition HTML code of the microsite wasn't written in conformity with SEO (methodology of creating and editing web pages in order to appear as high as possible in search results). The code structure itself was made using tables instead of <div> elements which is absolutely in conflict with current web semantics and indexing robots have problems to distinguish importance of tables content. The microsite was tested to prove this "anti-SEO" procedure. On server *www.seoserp.com* was tested keywords "spider cat/spidercat" in relevance with URL address of the product web site and the result was, that this URL doesn't appear in first 1000 links after searching mentioned keywords. [38]

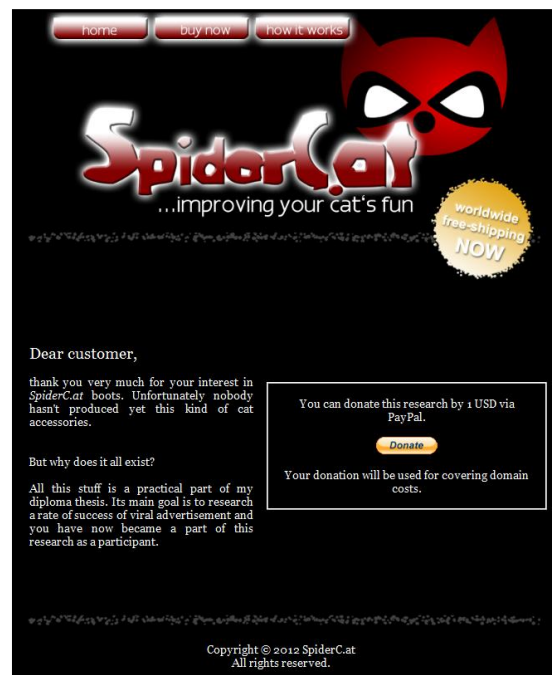
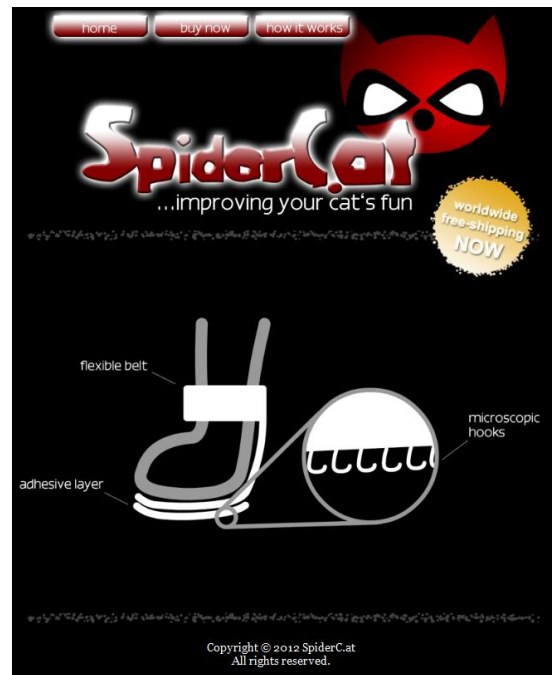


Figure 18 – SpiderC.at microsite appearance [Author]

As was mentioned before, very important were the sub-pages of the ordering page. There was a high probability that really interested persons in the product – buyers – reached the last part of ordering process. Using the standard web page visit analysis is possible to see exactly how many visitors could be potential buyers of the product; respectively exactly how many users reached the last ordering step.

4.4.5 Campaign cost calculation

The real cost of making the practical part of this diploma thesis was calculated to 550 CZK. This amount consisted of 400 CZK for hosting and domain service, 100 CZK for buying pack of Brazilian coffee to author's cousin for borrowing the camera and 50 CZK for 8cm DVD-RW medium. Then there was spent one day by filming the scenes and approximately 20 hours of editing the video. Around 10 hours was spent for creating the microsite.

The mentioned data were used for calculating theoretical costs in case that this campaign would be done for commercial use by professionals. All following prices are without VAT. To rent a HD camera costs 1700 CZK per day, one hour of services of an editing room costs 1000 CZK and for creating a web page is paid 500 CZK per hour. There is also need to calculate higher price for webhosting services because real ordering system is more demanding on web space, traffic limits, security etc. In this case it would be 1800 CZK per year. Following table summarizes theoretical costs of making such a small viral campaign described above.

	Unit price	Units	Total price
Renting a camera	1700 CZK/day	1	1700 CZK
Editing room	1000 CZK/hour	20	20000 CZK
Web development	500 CZK/hour	10	5000 CZK
Server	1800 CZK/year	1	1800 CZK
Total price			28500 CZK

Table 9 – Viral campaign theoretical costs [39] [40] [41]

4.5 Evaluation of results

The final evaluation of the described low-cost viral campaign consists of two main parts – video views analysis and web page visits analysis. Data of the first part were provided by YouTube detailed statistics of views. Data for the second mentioned part was taken from AWstats (Advanced Web Statistics) software provided for free by hosting server. The video was shared on Czech site, which collects funny videos, pictures, jokes and other material all over the internet – <http://roumen.cz>.

4.5.1 YouTube statistics

The video clip was placed on YouTube on the 1st of March 2012 on URL <http://www.youtube.com/watch?v=Lh-pRu9SIVc>. Till the 25th of March 2012 it has got total 3835 views. From the graph below is obvious that the video experienced the most famous moments in the first five days after launching. From the 14th of March the trend of daily increasing views settled to a very low level of 2-5 new views per day. Blue line represents total number of views in day by day line chart, and orange line, which evidently copies the blue line, represents unique viewers. Practically it means that the viewers didn't consider the video interesting and they watched it only once.



Figure 19 – Video clip views [42]

The 4th of March was the most successful day of the video clip. It was viewed 1750 times. According to the graph “playback location” is obvious that on this day the video was published on server aumojekoule.eu.

	Date	Views ↓	Unique viewers
1.	4 Mar 2012	1,750	1,658
2.	2 Mar 2012	643	588
3.	3 Mar 2012	529	499
4.	5 Mar 2012	318	307
5.	6 Mar 2012	150	146
6.	1 Mar 2012	114	68
7.	7 Mar 2012	107	101
8.	8 Mar 2012	60	57
9.	9 Mar 2012	44	40
10.	16 Mar 2012	29	25
11.	11 Mar 2012	20	20
12.	10 Mar 2012	19	19
13.	12 Mar 2012	14	13
14.	13 Mar 2012	11	8

Table 10 – Video clip views by days [42]

The most of the viewers were from the Czech Republic (2858 views) and Slovakia (759 views), like next top 10 list shows, although the whole campaign was in English.

Geography	Views ↓
1. Czech Republic	2,858
2. Slovakia	759
3. United Kingdom	29
4. Australia	27
5. United States	23
6. Poland	23
7. Germany	19
8. Sweden	13
9. Ireland	10
10. Canada	9

Table 11 – Video clip views by countries [42]

Not so important but interesting is a gender share of the viewers. For purposes of this campaign this chart is irrelevant, but in other cases it could be used as a proof of proper gender and age targeting.

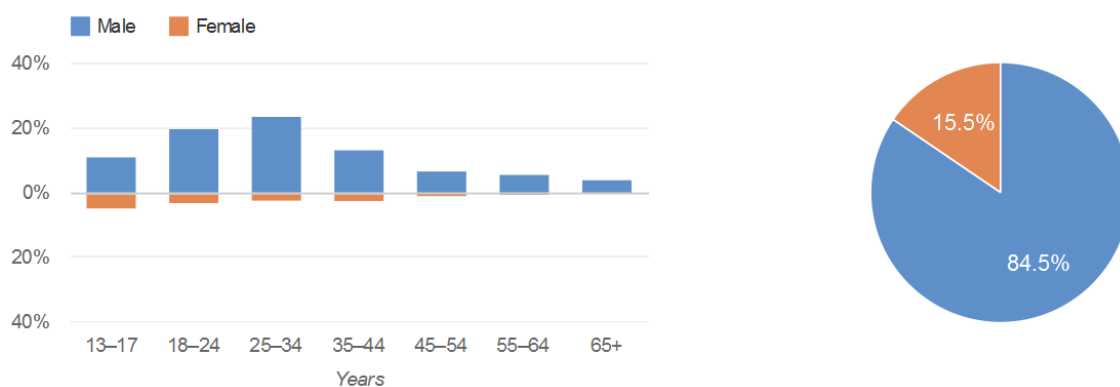


Figure 20 – Video clip views by gender [42]

The next graph and table shows the playback location of the video. It means the page or site on which the video was viewed. As it was mentioned before, the link of the video was submitted only to server *roumen.cz*. On the following graph this server holds the second place, after server *aumojekoule.eu*. This is practical example of viral spreading of multimedia content through internet in practice.

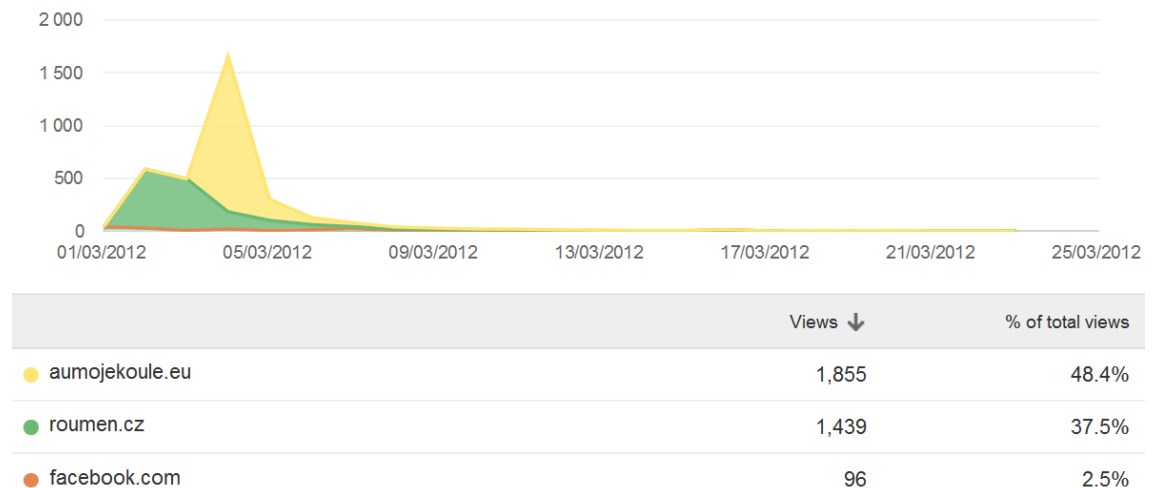


Figure 21 – Video clip views by playback locations [42]

Following graph of absolute audience retention serves for detailed analysis of created video, especially for producers. It shows the views of every moment of the clip as a percentage share of the number of views of the beginning of the clip. Rewinding back and re-watching some specific moment pushes the graph up (it can be even above 100%), while fast-forwarding or abandoning the clip pushes the graph down.

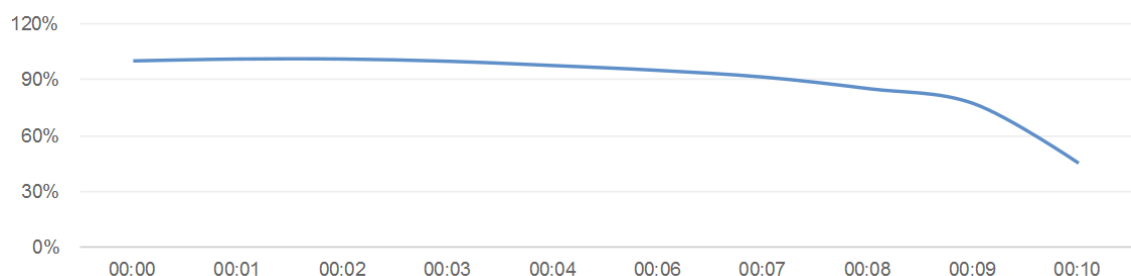


Figure 22 – Video clip absolute audience retention [42]

4.5.2 Web page visits analysis

AWstats (Advanced Web Statistics) is a software tool for web page visits analysis provided for free by hosting servers. It displays statistical data of visiting all the pages on the server during time. The statistics from this source were important for purposes of this campaign. Generally it displayed a level of interest in the SpiderCat boots.

In a table of summary statistics (and followed tables also) are five columns:

- Unique visitors – number of client hosts (IP address) who came to the site; it refers to the number of unique physical persons who came to the site
- Number of visits – a new visit is defined as each newly incoming user who wasn't present on the page last 60 minutes
- Pages – number of viewed HTML pages by all visitors
- Hits – number of all items viewed or downloaded by visitors (HTML pages, pictures, files)
- Bandwidth – amount of data downloaded by all pages, images and files within the site

After launching the campaign on YouTube (the 1st of March 2012) came to the *SpiderC.at* web page 91 unique visitors during March 2012 from amount of 3835 views on YouTube. It means that exactly 2,373% of the viewers of the video were somehow interested in the product itself and that's why they followed the link in the video. Number of visits is 99. It shows that approximately 10% of visitors found the web page interesting and they returned there.

Summary					
Reported period	Month Mar 2012				
First visit	01 Mar 2012 - 00:34				
Last visit	23 Mar 2012 - 14:37				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	91	99 (1.08 visits/visitor)	231 (2.33 Pages/Visit)	3121 (31.52 Hits/Visit)	48.36 MB (500.2 KB/Visit)
Not viewed traffic *			54	328	1.01 MB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

Figure 23 – Microsite general visits statistics [43]

Following table shows visits of the web site day by day in March 2012. The trend of visiting the web site perfectly corresponds with the trend of views of the video on YouTube. The web site was visited the most on the 4th of March, the same day like the video was watched the most.

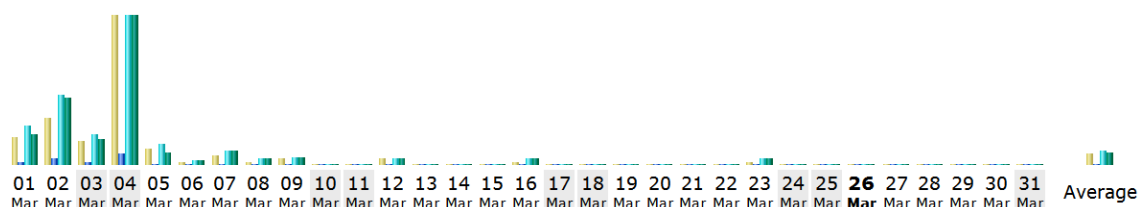


Figure 24 – Microsite visits by days [43]

Day	Number of visits	Pages	Hits	Bandwidth
01 Mar 2012	9	28	344	4.54 MB
02 Mar 2012	16	53	618	9.84 MB
03 Mar 2012	8	22	260	3.62 MB
04 Mar 2012	50	87	1300	21.65 MB
05 Mar 2012	5	8	184	1.89 MB
06 Mar 2012	1	2	30	507.36 KB
07 Mar 2012	3	10	119	2.09 MB
08 Mar 2012	1	3	49	823.37 KB
09 Mar 2012	2	5	66	1.00 MB
10 Mar 2012	0	0	0	0
11 Mar 2012	0	0	0	0
12 Mar 2012	2	3	49	823.37 KB
13 Mar 2012	0	0	0	0
14 Mar 2012	0	0	0	0
15 Mar 2012	0	0	0	0
16 Mar 2012	1	5	51	828.74 KB
17 Mar 2012	0	0	0	0
18 Mar 2012	0	0	0	0
19 Mar 2012	0	0	0	0
20 Mar 2012	0	0	0	0
21 Mar 2012	0	0	0	0
22 Mar 2012	0	0	0	0
23 Mar 2012	1	5	51	827.13 KB
24 Mar 2012	0	0	0	0
25 Mar 2012	0	0	0	0
26 Mar 2012	0	0	0	0
27 Mar 2012	0	0	0	0
28 Mar 2012	0	0	0	0
29 Mar 2012	0	0	0	0
30 Mar 2012	0	0	0	0
31 Mar 2012	0	0	0	0
Average	3.81	8.88	120.04	1.86 MB
Total	99	231	3121	48.36 MB

Figure 25 – Microsite visits by days [43]

Also a geographical chart copied the geographical location of viewers from YouTube. The first two positions were the same – the Czech Republic at the first place with 173 viewed pages, and Slovakia at the second place with 20 viewed pages, followed by Germany with 17.








Countries (Top 10) - Full list					
	Countries		Pages	Hits	Bandwidth
	Czech Republic	cz	173	2206	36.49 MB
	Slovak Republic	sk	20	256	4.35 MB
	Germany	de	17	261	3.24 MB
	United States	us	11	271	2.18 MB
	Unknown	unknown	5	61	1019.95 KB
	Canada	ca	4	51	828.63 KB
	Denmark	dk	1	15	309.00 KB
	Others		0	0	0

Figure 26 – Microsite visits by geographical locations [43]

Very important for analytical purposes was a table of visits duration. It displayed how long the visitors had stayed on the web site. Almost 74% of them abandoned the site in the first 30 seconds after incoming. It said that attractiveness of the web site is quite low.

Visits duration		
	Number of visits	Percent
Number of visits: 99 - Average: 106 s		
0s-30s	73	73.7 %
30s-2mn	17	17.1 %
2mn-5mn	4	4 %
5mn-15mn	1	1 %
15mn-30mn	3	3 %
30mn-1h	1	1 %
1h+		

Figure 27 – Microsite visits duration [43]

Following table showed detailed statistics of viewing each HTML page of the web site. This is important for analysing the amount of potential buyers of the SpiderCat boots. In the last line there is displayed HTML page */buy/buy2.php*. It is the last page of the product ordering process, so it could be supposed that the visitors who had reached this page were probably really interested in buying the boots. The total amount of potential buyers is 14 (the page */buy/buy2.php* was reached 14x) which is 15,385% from all the visitors of the web site, and 0,365% of all the people who had watched the video clip.

Pages-URL (Top 10) - Full list - Entry - Exit				
5 different pages-url	Viewed	Average size	Entry	Exit
/	87	1.73 KB	85	29
/how/	61	1.47 KB	7	35
/buy/	54	1.88 KB	3	22
/buy/buy1.php	15	1.70 KB	2	3
/buy/buy2.php	14	3.66 KB	2	10

Figure 28 – Microsite specific pages visits [43]

The last figure showed where the visitors came from. Following values proved the fact that the web site wasn't optimized for search engines. All the visitors came to *SpiderC.at* directly or from links at social networks. Also there is no access from search results of any keyphrases or keywords.

Connect to site from				
Origin	Pages	Percent	Hits	Percent
Direct address / Bookmark / Link in email...	39	43.3 %	39	43.3 %
Links from an Internet Search Engine - Full list				
Links from an external page (other web sites except search engines) - Full list	51	56.6 %	51	56.6 %
- http://www.youtube.com/watch	33	33		
- http://www.facebook.com/l.php	10	10		
- http://www.facebook.com	6	6		
- http://m.facebook.com/l.php	1	1		
- http://m.youtube.com	1	1		
Unknown Origin				

Search Keyphrases (Top 10)			Search Keywords (Top 10)		
Full list			Full list		
0 different keyphrases	Search	Percent	0 different keywords	Search	Percent

Figure 29 – Microsite external links and searched keywords [43]

5 Conclusion

According to the presented statistics this viral campaign had to be considered as unsuccessful. Author's original vision was that the short video clip would be more successful and would have several hundreds of thousands of views on YouTube after one month from launching. For example, if there were 500 000 views of the video and the same percentage share of the viewers (like it was observed in the research – 2,373%) was interested in the product, the total amount of visits of product's web presentation would be almost 12 000 visitors after one month.

So the main reason of campaign failure was definitely the weak attractiveness of the video clip. Obviously it didn't entertain the viewers enough in order to send it further and follow the tree structure of spreading. This problem was mentioned in theoretical review of the viral principles, that always the success or the failure depends on small details and there is never certain the result of a viral campaign. It is also necessary to remain the fact that spontaneously captured videos have generally higher audience success.

Another consequence of the weak video attractiveness was only local geographical spreading of the campaign. Probably that was also one of the reasons why was the visit rate of the web site so low. The most of the viewers were from the Czech Republic and Slovakia while the whole campaign was in English and supposed to be international. This fact also explained the high level (73,7%) of the visitors who had left the web site in the first 30 seconds after incoming. Even if they could be interested in the product, after discovering that the web presentation is in English they left in afraid of ordering products from abroad.

The procedure of the practical part of the thesis brought exact data of researched topic – video viral advertising campaign. From this point of view, for research and data obtaining purposes can be said that the experiment was successful. On the other side, if this viral campaign should be considered as real and for proper commercial purposes, the result would be that the campaign was unsuccessful.

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